



Free Yourself

So many people these days are experiencing a bottleneck effect in their lives. They're overloaded and underproductive, which causes undue stress and discomfort. The sad thing is, in most cases they're the cause of the problem and don't even realize it. The issue is rooted in how they hold on to old paradigms that no longer work for them.

When my fiancée and I first moved in together, we quickly learned that we had very different views on managing our daily lives. My fiancée came from a family where his mom took on all of the household chores herself. From cooking and cleaning to grocery shopping and laundry, she worked fulltime and was a single mom, she did everything. For him, that was simply how a household was run. For me, I had come from a very similar background but as I grew older and wiser, I realized that my family's "how to run a household" paradigm just didn't work for me.

One day in the midst of overwhelm I had a moment of clarity. I figured out that if I could pay someone less to do my household tasks than I was making at work, not only would I be calmer and have more focus for my job, I'd benefit financially as well. If I could hire outside support, I'd actually make more money because while they were doing my chores, I could spend that time working. Plus, I'd never have to mop the floors again!

It took some convincing, but eventually my fiancée understood that it's okay to ask for, and receive, help. The fact is that life is too short to spend it doing things we hate. For example, I really hate washing dishes. Plus, I'm horrible at it. Sure, some people would just suffer through and do their chores because "that's what you do". I'm not that person. Once my fiancée saw things from my point of view, we hired a wonderful woman who likes cleaning and is really good at it. She now has a job where she makes money doing what she enjoys. I have less stress, more time to spend with my family and more income because I can focus on my business and things that bring in money. It's a win-win!

I highly recommend outsourcing every task you don't like to do or that can be done better by someone else. You should only be spending your time doing things that qualify as one of your "Unique Abilities." Those are the things you bring to the table that no one else can do. For me that's creating products, nutritional consultations and hiring new team members. I've outsourced tasks like operations and customer service so that I can remain focused and take my business to the next level for myself and for my employees.

I know a stay at home mom who pays a babysitter to watch her children so that she can clean and cook. Knowing how important her time with her kids is (and how much she hates cleaning), I asked her why she didn't just hire a housekeeper. She looked at me like I was crazy. For some reason, we believe that it's okay to pay someone to raise our children but getting someone to help with cooking and cleaning is seen as decadent and extravagant. This is where we need a paradigm shift.

Our world is different than the one our parents lived in. We spend more time working, experience more overwhelm and are overloaded with information on a daily basis. We're losing the human connection because we spend too much time with our computers and Blackberries and not enough time with our friends and family. Think about it; at the end of your life what is going to make you happier – remembering the time you spent with your loved ones, or being grateful for that extra hour you spent at the office?

For \$8-20 an hour you can pay someone to cook and clean for you so that you can focus your energies on your Unique Abilities. When I pointed this out to the stay at home mom, something clicked and she made the necessary paradigm shift. She hired a housekeeper and loves all the extra time she gets with her kids.

Outsourcing tasks that you hate or simply aren't so good at reduces your stress and enables you to spend your time doing only the things you love. Make the paradigm shift you need to free yourself and enjoy every moment of your life. When you think about all of the quality time you can reclaim for your family and yourself ... isn't it worth it?

In love and service,

