

SUPPORTING THE WOMAN BEHIND THE BRAND



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EST

mentor

2017

THE FIRST STEPS TO CREATE A
SUSTAINABLE LIFE AND BUSINESS

A SUSTAINABLE BUSINESS IS ONE THAT IS PLANNED, PROACTIVE AND FITS INTO YOUR LIFE; AS OPPOSED TO RUNNING IT.

Have you ever felt that operating a business feels a lot like being dragged through the park by a big dog on a leash?

Reactive, rushed, stressed, anxious and unclear on the next steps.

When you're running at full speed, the 'sustainable business' ideal probably seems far-fetched and elusive - but I know first-hand that it's possible and it's what I want for you. Sustainability is something that I've worked hard to set up in my life. While the balance is often imperfect and a constant work-in-progress, things run pretty smoothly most of the time. I know this isn't the case for a lot of business owners. Feelings of overwhelm and imposter syndrome are often burdens we struggle to put down and this just mounts the longer you are in business - but it doesn't need to stay this way.

WHAT DOES IT MEAN TO HAVE A SUSTAINABLE BUSINESS?

To me, a sustainable business is one that seamlessly fits your life, rather than dictating it. It allows for holidays and 'you' time, your ideal week, clarity on your brand and processes and of course - a great income. Sure, it takes work and time to establish solid foundations in life and business, but once you have them in place, there is suddenly room to flow and to breathe. You might be wondering where to start, and the simple answer is with yourself! That means a conscious effort to take time for yourself, to prioritise planning in your business and running things proactively.

In this guide, I'm pulling back the curtain on what I do within my own business and sharing some simple changes that you can make to start your own journey.

Let's get started.



It Starts With You

“My vision is to empower women to create businesses and lives that sustain them; personally, professionally and financially.”

Step One

A DETAILED, COLOUR CODED CALENDAR;
SYNCED ACROSS ALL DEVICES

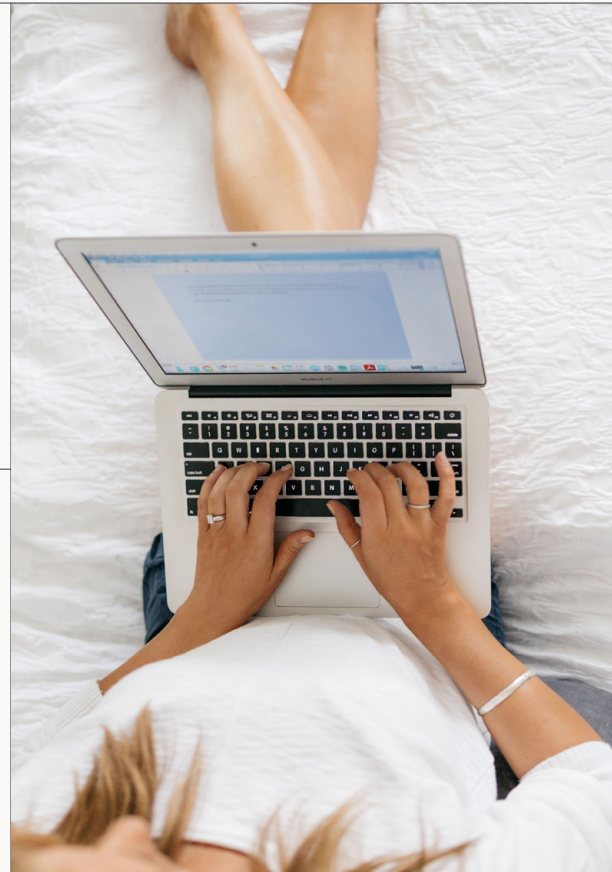
One of the biggest reasons for overwhelm and stress is a lack of planning and continuously trying to fit too much into your day. Since the very early days, I have relied heavily on my calendar. It's colour coded and synced across all of my devices.

If you are using a paper diary or notes on your phone, I suggest you set up either Google calendar or the calendar on your Mac. You will be amazed at the difference it can make to your mental load when you can look at things as a monthly overview.

I plan the whole year in advance, starting with my life, my loved ones birthdays and personal commitments first. This means planning for holidays, birthdays, hair appointments, sessions with my kinesiologist etc - and then the final puzzle piece involves fitting my business and business milestones around my life.

If you don't carve out the time for a break or holiday, it simply won't happen. The year will pass you by and you'll be limping to the finish line. Give yourself the permission to prioritise 'you' and take time away from clients and your business!

The more breaks you have, the more space you create for yourself to show up in your business in a calmer and clearer state.



SELECT A SEPARATE
COLOUR FOR EACH OF
THE FOLLOWING

Clients, consults, meetings etc

Personal appointments, exercise,
grocery orders, catch-ups with
friends

Dedicated admin, strategy, "on" the
business time

"I planned my business
around my life."



HERE'S THE TRUTH, I SAY "NO" MORE THAN I SAY "YES".

Having boundaries is a non-negotiable for me. I was quite unwell when I started my business and had to find a way to create clear boundaries given my health issues. I became fiercely protective of my time and my energy to ensure that I could keep going.

Now that I reflect on my experience, as hard as it was, I have immense gratitude for what it taught me. I realise that I was meant to experience that very low point in my life so now, I can teach others how to create a business that is sustainable for them.

My business works around my life, not the other way around.

Learn to say 'no' or 'not now' to last minute clients. Avoid replying to emails after-hours and on weekends and also consider not replying to DMs on a weekend. You should not be expected to be on and contactable 24/7, nor should you be. You are the only person who can control that. Say 'no' to people-pleasing as it rarely pleases you, and say 'yes' to putting you first.

Step Two

SET VERY CLEAR BOUNDARIES



“When we constantly say ‘yes’ and put others and their needs above those of ourselves and/or our team, we put ourselves on the fast track to burnout and resentment. You can fix this by learning to say ‘no’ to the things that are not aligned.”

Step Three

In flow in three days

IT'S NOT A LUXURY.
IT'S NOT SELF INDULGENT. AND YOU DON'T
NEED TO WORK HARDER TO GET AHEAD.

This is something that I have recently implemented and it's SO good! I find that much of the time, many creative entrepreneurs are trying to juggle too many things and find it hard to properly rest or even focus on one task at a time. With that in mind, I've created the 'In Flow in Three Days' model. These pre-planned days are designed to carve out time in order to prioritise some of the most important aspects of life and business. It's dedicated time to bring things to life, learn and prioritise you.

Now, when I mention this to my clients, I often see one of two immediate reactions and they fall far apart on the spectrum - either excitement that they are giving themselves permission to have a day just for them, or an anxious state of overwhelm washes over as they question, "how could I possibly make that happen"?

When you have solid foundations and a well-planned business, it's easier than you might think to make these days a reality each month. No more guilt or negative self-talk when it comes to putting yourself first to be a better business owner, partner, parent and friend.

Grab your calendar and see if you can map out three days a month in the next box. Some months you may be able to combine the planning and growth day and it may only need to be two days, but just make sure you're doing it - it will have a huge impact!

PLANNING DAY

A day to plan your content, newsletters, podcasts, social media, launches etc or get clear on your numbers. No admin, sales calls, quotes – none of it. Just a dedicated time to move your business forward or let those creative juices flow.

GROWTH DAY

A day to commit to levelling-up and your personal development. This is a day to implement any and all the things you have recently learnt or work on that course you've been struggling to find the time for.

ME DAY

My favourite day! Spend quality time with friends, spend time in nature, get a massage, go window shopping or just doing whatever your heart feels and your soul needs.



“You are likely not overwhelmed from what you are doing, but from not doing enough of what brings you joy.”

As a creative and a former stylist, my space has always been very important to me. It has to be clutter-free, have a consistent aesthetic and most importantly, it has to feel good.

If you are working in an untidy space and you don't want to be there, do you really feel like you are going to do your best work? Energetically, it is not abundant for your business to have clutter and mess around you.

You deserve to live and work in a space that feels aligned, well considered and calm. A space that inspires the best version of yourself.

OFFICE

Declutter, clean and refresh! Light a candle, burn some incense or diffuse some oils, and pop on some background music. Plants and a lamp always make a space feel beautiful and add to the ambience. Consider purchasing a piece of art that makes you happy and create a vision board to help inspire you. This is not superficial; it is absolutely essential for creating a sustainable business.

Of course, your office and bedroom will get messy from time to time, it's not always perfect. It's all about creating an intentional, peaceful, on-brand space that you enjoy being in. I always make sure my office is clean and tidy when I finish up for the week, so I have a fresh start on Monday mornings.

BEDROOM

When was the last time you purchased fresh sheets or a new mattress? My husband and I recently upgraded our mattress as it was starting to dip and causing me so much neck and back pain and this has made a huge difference. Did you know that the lifespan of a mattress is 7 years?

Ensure your sleeping space is clear of clutter, is clean and has some pieces that you love - make it feel like a little retreat. Don't put it off because you feel like it will cost a fortune. Just make small improvements as and where you can. If you do want to give your space a makeover, I suggest creating a mood board of your vision and help to avoid costly mistakes - or better still, hire an interior stylist or designer!

Step Four

BEDROOM AND OFFICE
CREATE A CALM ENVIRONMENT THAT INSPIRES



“Creating a calm physical space gives you mental space.”

Step Five

SET UP PROJECT MANAGEMENT SOFTWARE AND CENTRALISE ALL OF THOSE 'OPEN TABS' IN YOUR MIND.

My team and I set up Asana last year and it's been an absolute game changer. If you're not familiar with Asana, it's project management software that will organise your world! Essentially, it allows you to centralise everything. I've always been a very organised person, but I found I had things written in a lot of different places - Asana pulls most of it into one place.

Much more than just a 'to do' list, you can create individual boards for each project that you are working on. This has become invaluable for my team. We each have dedicated boards for things we are working on, a shared client board for new bookings, a month-by-month plan for the year, the retreat, as well as a board that I share with my husband for life admin.

From the day it was set up properly, I could honestly feel the overwhelm start to fall away.

Not only does it allow you to see all that you are working on in one place, but it also keeps you and your team accountable. Every task can be allocated to a team member with a due date and every morning you will receive an email notifying you of all tasks to be completed that day. You cannot forget a thing!

I love that it significantly reduces emails within my team, there has been much less back and forth and all communication for particular projects are conveniently in the one spot.

Most of these programs have free plans when you are getting started, but if you choose to upgrade to a paid plan, see it as one of the best investments you can make for your business and take the time to set it up properly so it can work hard for you.



SOME SUGGESTIONS FOR GETTING STARTED WITH PROJECT BOARDS

Client bookings - create a template for each new client with a list of required steps that can be duplicated and repeated for all new clients.

If you have staff or a VA, OBM or contractors, create boards for them with ongoing weekly / recurring tasks as well as any individual projects they are working on.

The current year's plan detailing each month of the year and each task below - eg: rebrand, new terms and conditions, a brand photoshoot, tax time - whatever is planned for that month.

“Planning leads to clarity, clarity leads to empowered decisions, empowered decisions lead to a sustainable business.”



• KATE ADDAMO
MENTOR

The Mentor To Creatives

KATE ADDAMO



EDUCATING AND NURTURING WOMEN TO CREATE SUSTAINABLE LIVES AND BUSINESSES.

It's not all about buzz words and scaling. It's about running your business in an authentic way and coming from an empowered place of clarity.

I love small business and delving into the strategy to help my clients create something sustainable. Without a plan and clear foundations, it always feels hard. Once you flip that and get clear on the structure, put yourself first, understand your brand message, how to speak to your ideal clients and how best to serve them through your offerings, everything changes. We then take it a step further and help you define your process, both client and internal, and delve into the finances, expenses, sales, targets etc, to teach you how to make more money! Put simply, it's holistic and personal - nothing generic here!

My approach to mentoring is intuitive, strategic and looks at the whole picture; work and life holistically. My goal is to teach women how to plan, put themselves first, implement solid foundations in their business and work to the season of life they are in; this is not only my passion, but my purpose. Improving women's lives and creating stronger small businesses truly lights me up!

WHY MENTOR CREATIVES?

Because I'm a fellow creative myself with a background in interior styling. As right brained as I am, I also love spreadsheets, data, numbers and strategising in business.

I'm a country girl that loves the simple things in life. Sustainability is at the heart of what I do and I'm currently in the depths of exploring a low tox life, embracing cooking - which is new for me, and truly listening to my body. My health journey, while frustrating, is now something that I look at with gratitude because it's changed the way I live, think and teach. It has allowed me to set up a business that fits into my life and is abundant, as well as sustainable.

I want that for you.

Work With Me

SOMETHING HAS LED YOU HERE,
AND I'M GRATEFUL THAT IT HAS.

I truly love what I do and empowering women to have a better, more enjoyable business experience is the most fulfilling, beautiful and rewarding feeling!

You don't need to go it alone, I've got your back.

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