

# MOTIVATION AND ENERGY: HOW TO KEEP GOING



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## INTRODUCTION

How do entrepreneurs keep going day in, day out? It takes blood, sweat, tears, and some more tears to get a vision to become reality. Sustaining it once it's off the ground is a whole different monster. Well, it's all about motivation and energy, and here's how to make sure both of them stay by your side.

## MOTIVATION

### IT'S YOUR DREAM

Remember that this is your dream! You worked hard to get it this far, don't give up on your business once things slow down. Remind yourself every day to enjoy your work, and before long it will be an unconscious positive impact.

## SHORT TERM VS LONG TERM PLANS

Don't fall into the trap of focusing too hard on your long-term goals. Things are going to happen to trip you up and if you're not ready, your motivation will take a dive.



## VICTORIES AND PERKS

Small victories are still victories! Celebrate them, because they'll happen more often than the large ones. Also, don't forget to take advantage of and enjoy the perks of being an entrepreneur. Visiting new places and meeting new people is exciting, make sure you don't smother that feeling!

## SEEK OUT INSPIRATION

Look for and do things you know inspire you. There's plenty of books written by successful entrepreneurs, probably some from any of your personal business heroes too! Inspiration is the key to motivation, and searching for it is never a waste of time.

## REWARDS REWARDS REWARDS!

Rewards for a job well done are critical to staying motivated. They can be big or small, spontaneous or something you've wanted for a long time. Make sure you do something nice for yourself though, so that you have the desire to keep going.

## FUN AND PERSONAL TIME

ALWAYS make time for fun and personal care. Working all the time is the number one killer of motivation. Taking breaks, having some fun, and looking after yourself is how to stay on top.

## ENERGY

### COFFEE ALWAYS

Obviously, coffee is the way to go. Or tea. Whatever your drink of choice is, a cup or two in the morning will start your day off with a positive vibe.

### TAKE CONTROL OF YOUR STRESS

Stress takes up so much energy that by the end of the day, you're feeling like a soggy sock. There are simple ways to control stress levels, from breathing exercises to mood apps. Just make sure you don't ignore it, because it will come back to bite you.

### STAY HYDRATED!

A very simple way to feel better and more energised is to stay hydrated. Have a water bottle at your desk or in your bag, and refill it at least twice a day. You'll be surprised at the difference it makes.



## EXERCISING IN THE SUN

Exercise releases endorphins, and sunlight helps keep your Vitamin D levels high. Getting additional energy or bad feelings out by getting physical is easy to do - go for a walk, a run, or download a yoga app on your phone.

## A GOOD DIET AND SLEEP

Bet you've heard this one before: a good diet and enough sleep do better for your energy levels than Red Bull. They're also better for you. Three meals a day with good snacks in between, and a de-stressing routine before bed are the foundations for a productive day.

## WILLPOWER WILL FAIL

You can't rely solely on willpower to get you through the week. It's a good way to get through a rough day, but leaning too heavily on it will drain you faster than anything. Commit to a schedule and work through it, but don't overload yourself. Take some time to rebuild your energy levels if you've burned down.

## REMEMBER WHAT BATMAN SAID:

It's one of the first lessons Batman teaches his Robins: be prepared for anything. Of course, you don't need as many plans and contingencies as Bruce Wayne, but surprises won't cripple your energy levels as much if you've already thought about them. Have some responses ready, and back-ups in place.

## GIVING BACK TO THE COMMUNITY

Unknown to many entrepreneurs, giving back really does help your energy levels. Seeing the impact of your help on the community is inspiring, and will definitely boost your energy and desire to succeed. The more success, the more you can help.

## NO WORK, ALL PLAY

This is crucial. Having things you love outside of work gives you something different to look forward to, and doing them refuels you in a way that work can't.

