

DECLUTTER YOUR BUSINESS IN 5 STEPS

For More Profit, Meaning & Impact On All Levels

Elles Lohuis PhD



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The Contemplation Café

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Introduction

Welcome to the Declutter Your Business in 5 steps, the practice of clearing the clutter in your business to make space and time for more profit, more impact, more quality clients & projects, more freedom & creativity, and definitely more meaning & joy in your business & in your life.

Because it happens to all of us as we succeed, startups and seasoned entrepreneurs alike. Great opportunities come by & we react to the buzz of demand. In our enthusiasm we just go on & on, accumulating & hoarding all sorts of stuff...

And the result? We end up overwhelmed personally in a business we are not even sure of if it is rewarding us financially. We end up letting our business rule us. It happens to us all – especially solopreneurs – because we are passionate about our true calling. And there is nothing wrong with it... as long as we take the reins back on time.

With these 5 steps you will declutter your business (and you!) on all levels – physically, mentally, digitally, socially & financially - making your business & yourself a priority again.

How do we do this? Listen to the audio training (or read the transcripts), book [your personal 1:1 kick-start](#) with me at your convenience, do the work & repeat - all 5 steps. That's it.

I promise – you do the work, you will get an incredible ROI. So let's do this. Right here, right now... after all....

**IF NOT
NOW
THEN WHEN?**

ELLES LOHUIS PHD



Step 1 – Physical Decluttering

Relax and listen to the audio version [HERE](#) or read the transcript:

We are starting with your physical work environment. Why here? Physical, hands-on cluttering prepares you for the hard stuff, the digital and mental decluttering. Digging in hands-on is by far the easiest way to start. Move your body and your mind follows...

So your physical work environment, your office, your desk. Do you work location-free and don't have an office or desk? Listen to this step anyway, it will prepare you for the next steps, the digital decluttering.

Let's start with a vital question. Why do you feel this need to declutter? Why this need and why now?

For me, decluttering is about making space for the fresh the new, taking action and have my creativity flowing again. Yes, there a reason you want to declutter and there's a reason you are doing it now. Step back – and observe:

- What is the reason that you hoard?

Me? I collect, I hoard because want to feel safe. I want to feel with all my stuff around. My files with ideas, my boxes of inspiration. They give me a sense of security. I know it's fake but still... This is why I hoard, I want to feel secure.

And you? Any idea why you are hoarding? Step back and observe:

- What are you hoarding? What is cluttering your space?

I used to hoard ideas and inspiration and it's still my weak spot. Hoarding ideas, magazine, bookmarks to good websides and articles... Ideas and inspiration... for 2 reasons. One – I was afraid to run out of creativity, didn't trust my self and my own brilliance. Two –

perfectionism, I was afraid to immediately act on it out of perfectionism. Had to 'sit and think about it' for a while and I would put it in a file 'to wait until the time was right' to do something with this.

Recognize this? ... but you know what it is with ideas? Universe throws a spark, and when you don't use it, it loses it's edge, it's energy . It extinguishes, smolders away and.. leaves you with nothing but dead energy.

When you're not reacting on sparks, ideas within a certain time, the energy goes and the dead ideas take up space for new ones, cluttering your physical space and your mental space. And nothing new comes in. It can't. No space.

And it's almost like the universe says: I send you all these ideas but hey, you're not using it so why would I send you new ones?

So... let go of the old and release that dead energy. Declutter our office from all these memorabilia of procrastination.

Now, do you feel resistance coming up yet? That's normal. It's your mind wanting to keep safe on the sofa.

Release your resistance by recognize the opportunity. You are here for a reason, you know you need this. You have a great opportunity now to make space and time.

So let's focus on what's FUNCTIONAL.

First your desk.

Gather the papers on and around our desk. Use the FACT system:

- File the papers you need to keep
- ACt – put the papers that need action together, paperclip them, put the word ACT on it, and put it right besides your computer
- Toss – toss out as much a possible

Clean up the rest – books, post-its, photo frames, etc. toss it out or put it away.

Remove pens, pencils, post-its, digital camera and everything you don't need right now from your desk. Put it in your drawer.

Remove everything from the walls of your office. Hang back the one thing that inspires you right now. That's it. Throw out the rest or put it in another room.

Make a small inbox on your desk and put our working documents and ACT documents in there. Empty it once a day and put away everything that needs to be filed. Only put on your desk what you are working on that day.

Step back and look around again. What is NOT functional anymore? Take it out.

Old client files, old idea files, magazines, books....you can let it go. Don't be tempted to review it, to 'look into it'. Ditch it. Not official papers? Not work in progress? Out.

Remember, if you hold on to every idea, you undermine your decision making abilities – too many choices to make.

Is everything neatly filed? That's not needed! Filed means you don't have to look at it.... But it takes energy like old ideas. Be rigorous, set a high standard for yourself.

Cut the dead wood in your business. We only want the strong branches that bear abundant fruit and only the young sprigs with great promise.

So declutter your physical environment. How to approach this time wise? Schedule time now and get to work for 5 days.

On a regular day set 1 hour set aside – not too late because it might be unsettling and can affect your sleep.

Now you will notice that during the physical decluttering all sort of things come up. You:

- Might get new ideas! Ignore it. This is your monkey mind is playing tricks on you.
- Might get discouraged, don't know where to begin. A huge amount to go through? Sit down at your desk and start where you are. You made a great decision.
- Might get ideas about redecorating. Don't give into your monkey mind seeking comfort and coziness! Keep on decluttering.

You probably come across lots of notes of trainings or workshops you followed. Trust yourself. You've got this. Everything in there you already know. Put them out. You know that if you need to know something you know where to find it. No need to hoard.

Think Functional.

How about the official papers? You make separate files for these; these are functional.

And once you've cleaned up, make your system. Your own system. I have 2 suggestions for you:

1. Have a place for everything (keys, bags, papers, etc.) – it is useful to know where everything is. It saves you a lot of time, anxiety and it allows you to come to ease because everything is ordered around you.
2. Be able to see everything that you have. Make everything you have visible. Stack files so you can see them by placing your files vertically on the shelf so you can see their backs – do not stack horizontally.

Personally I keep my files to a minimum:

- 1 vertical file for papers in use or to process
- 1 clear accordion file for documents I need to access frequently
- 1 clear single file for documents I don't need access to frequently

A warning: If you thought you were getting hacks to create more stuff like scanning and filing – you're in the wrong place! It's decluttering, not masking & shape shifting because that's what you're doing with scanning.

Stuff is still stuff – hoarding is still hoarding even if you do it online so get over it! And we'll be getting into that in the next step anyway. 😊

So here are your pointers for today & ACTION!

- Step back & observe:
 1. What are you collecting/hoarding/cluttering?
 2. What is the reason you are keeping all this?
- Acknowledge the great opportunity right here, right now for you to make space & time for what's really important & just do it
- Trust – you know enough & when you need to know more, you know where to find it
- Let go – holding on to every spark, every idea undermines your decision making ability & leads you to procrastinate
- Declutter – start with your desk & loose papers
- Use the FACT system for all your loose papers
- Reduce by thinking **Functional** (not joy – that's for Marie Kondo 😊)
- Strip your walls & decide on one inspiration that moves you right now
- Create a place for everything
- Make all things visible for actual use – don't hide anything
- Place your files vertically on the shelf so you can see their backs – do not stack horizontally. Keep your files to a minimum:
 - 1 vertical file for papers in use or to process
 - 1 clear accordion file for documents you need to access frequently
 - 1 clear single file for documents you don't need access to frequently

And remember...

LESS STUFF MORE SUCCESS

ELLES LOHUIS PHD



Overwhelmed? Want a kick-start to get you on the right track? Let's connect and talk. Book [your free session with me](#) now - no strategy call **but a meaningful business talk** to help you simplify your business and succeed on your terms – all the way.

Step 2 – Digital Decluttering

Relax and listen to the audio version [HERE](#) or read the transcript:

You probably won't finish your first step in a day, that's okay as long as you set a schedule and keep it to finish. Don't kid yourself, you're not a trash collector.

Today we are decluttering our virtual space, we are decluttering digitally.

Start your computer and glance at the doorway into your virtual work space. Step back and tell me the first thing you see on your screen. Vision board, photos, productivity app... is your desktop cluttered? The very first step: remove everything that is not fictional. Start with a clean and fresh desktop, a clean and fresh start.

Now before we go over the threshold into your digital space I would like you to consider – how are you storing everything? Do you back-up automatically? This is not your hobby, this is your business. If you haven't taken care of it yet, do it now. Make sure you back-up automatically right now. Do it today. I don't advice on what to use for storage, but I do advice to do it first thing, right now.

Because it's a nagging feeling, not having an automatic back-up. It subconsciously gives you an unsafe feeling and makes you copy, copy, copy, on different devices and hoard. Arrange it. Now.

Done?

Now step into your virtual space and observe – what are you hoarding in this space and why are you hoarding here?

Your answers are probably the same as for your physical workspace... Old files, old inspiration, old ideas you procrastinated on -- is it like a mirror? For me it is 😊

Then we step in and declutter with the same principles as your physical environment: a place for everything and the need to see everything. Arrange your documents in files and do it so it works for you.

Working documents in working files on your computer. The rest goes out, stored externally into the cloud or elsewhere. No need to see it.

There are many ways to file – just google it - but it's crucial to find a way which works for you. I file by projects and clients. My guidelines are only working documents and the rest is stored in a cabinet the cloud. I can access the cabinet but I can't see what's in it from my computer (got to click through)

Look critically what you are storing. Old trainings, podcasts, etc. Same thing like your papers – delete – no need to keep it, you already know it or it's a spark that's gone dead.

I deleted over 90% last years. You can read all about it over [here](#). All the unfinished work, all the ideas and inspiration files I had no acted on... it burdened me down. Everything I went into my computer I saw it... I was kidding myself and so are you. You are not using it. It was a spark, and it's gone now. Pass it on. Be rigorous and delete.

Let's move on to programs or trainings that you did or created. Are you storing training programs that you have done yourself or created? As soon as I do or create a program, I create a folder, with a module folder within and all files per module in it. Once the program is done, I file it into the cloud cabinet. I can go back any time but I'm not reminded of it.

Don't forget to clear out your downloads. If you've never cleaned up your Downloads folder, it's probably taking up a good amount of storage on your computer. Sort the files by date and delete in chunks to prevent overwhelm

Time saver: If you've already backed up all important files, you can simply delete the entire contents of your Downloads folder

And we move onto your software. When it comes to software, realize that this is a business expense. Yes, necessary and helpful but be vigilant. Assess your software every 3 months. Look at your business needs per quarter and then look if your software is appropriate. Let your software support you and not the other way around. Be sure it's cost effective and not outdated. Not used, not cost effective or out of date? Delete or Unsubscribe. Mark it in your schedule – every 3 months.

Over to domain names. Now are you hoarding domain names? Welcome to the club. I do not know any entrepreneurs who are not guilty of this. Review your domain names claimed and clean up now. Are the names still giving you energy or is it dead? Ditch it if so because a claim is another way of waste. It's not the spirit you want to do business in.

Over to your browser. Clean up your bookmarks. Streamline your browser window by cleaning out your bookmarks. Delete what you can for a clean-cut browser and save what you need with the app [Pocket](#).

And then last but not least... email.

First tell me... are you keeping your business email and your personal email separate? No? Something to consider.

Then step into our email and ACT:

First unsubscribe from every free subscription, newsletter, everything. Unsubscribe.

Then look critically, what you need for your business? What do you really need? And find the newsletter about that. Choose maximum 5 subscriptions – sales, inspiration, motivation, productivity tips, whatever it is – make sure it gives you what you need. Do NOT clutter your mental space.

Start rigorously purging your subscriptions with [Unroll.Me](#), a simple and completely free solution that helps you unsubscribe from multiple unwanted promotional emails and newsletters at one time. Do it now.

Trick: do you have a separate email address for those newsletters? Then DELETE this email address at once! You are not a clone. Focus. Focus. Focus.

Once you are unsubscribed, start arranging your email into folders. Whatever works for you. I arrange by projects and clients but you need to do whatever works for you.

Then we go to your inbox. The standard setting of the inbox is that the last email in, the newest email appears on the top. See it? Now switch this by clicking the 'sort by date' button the top right corner and put it to 'oldest email on top'.

That's quite a different view and it gives you a good idea of what you still have to handle.

Clear your inbox. Handle it. Start by the oldest email and handle it. Do it now. An empty inbox gives peace of mind and space for new, fresh prospects to come in.

Once cleared, find your way to prevent this inbox deadlock from happening ever again. My tip: set 3 blocks of time where you will answer your incoming email – morning, midday, late afternoon. Set a timer, focus and go! This way, used by many successful entrepreneurs gets you through your inbox efficient and effective. And besides that, it gives you calmness of mind during the day – you know you will get through them fast & quick in your own time set.

And another tip: Touch it once! To prevent that you open an email or text message and mentally tagged it as a “respond later” item... use the “touch it once” philosophy. As soon as you open an email you deal with it. After one touch, you're finished. No need to think about it again. Abide by this rule and your life will become instantly more efficient. Especially great combined with setting email blocks as I discussed above.

Yes, it can be a lot. And yes, the same resistance might come up as in step 1. You suddenly get new ideas, sparks, energy... or feel huge resistance, get hit with excuses... this is your monkey mind playing tricks on you.

There is a reason you are here. There is a reason you started this. You know you need this and you are pushing through, making space for more creativity and time for doing the things that matter: more profits, more productivity and more meaning.

So here are your pointers for today and ACTION!

- Step back & observe: *1. What are you hoarding? 2. What is the reason you are hoarding this?* Yes, also for your digital workspace. Is there a connection to the hoarding in your physical workspace? I bet there is!
- You are doing great! Acknowledge that you are taking the opportunity right here, right now for you to make space & time for what's really important & just do it!
- Trust – you know enough & when you need to know more, it will be provided for you - no need to scan, file or save.
- Let to – holding on to every spark, every idea undermines your decision making ability & leads you to procrastinate - also digitally!
- Declutter – start with your desktop to get that crisp & clean feeling when you start the day!
- Files - arrange your current projects in working files in your documents to see at first glance.
- Storage - the rest of the files you need to keep - think functional here! - in a filing cabinet in the cloud.

- Programs - do a quarterly review
- Domain names - do a yearly review

- Extra Email tips:
 - How many addresses do you actually need? Reduce & separate work / private accounts
 - Unsubscribe - unsubscribe - unsubscribe - Choose carefully what info / newsletters you need to read & don't let anybody clutter your mind just because you stumbled across it... [Unroll.Me](#) helps you to unsubscribe from multiple unwanted promotional emails and newsletters at one time, and then combine the rest into a once daily email digest called “The Rollup”. Use it, it's free – NOW!
 - Switch the dates in your inbox - first email in on top (change settings!) and set 3 blocks of time in which you answer your email (this so works!)
 - Touch it once! - As you touch something (i.e. get a parking ticket, open an email, etc.), you deal with it. After one touch, you're finished. No need to think about it again. Abide by this rule and your life will become instantly more efficient. Especially great combined with setting email blocks.

Overwhelmed? Want a kick-start to get you on the right track? Let's connect and talk. Book [your free session with me](#) now - no strategy call but a meaningful business talk to help you simplify your business and succeed on your terms – all the way.

Step 3 -Social Media & Task Decluttering

Relax and listen to the audio version [HERE](#) or read the transcript:

In step 3 we are decluttering two aspects of our business that easily accumulate as our business grows: social media and tasks.

We start with cleaning up your social media for your business in a simple and effective way and we set the standard for new channels.

Yes, it's so easy to hop on to a new channel with great enthusiasm, only to forget about it again once the craze has gone... A forgotten channel, or underused channel is precious time & energy wasted, bad for your business' image and bad for you.

So let's clean up and tighten up to a simple social media strategy that works for your business and you.

Here are your 8 steps to an effective successful social media policy:

Step 1 - Create a spreadsheet and put down all the social networks you own and use with URL and password

Step 2 - Evaluate the needs for all your social media profiles used and owned - ask yourself with each channel: WHAT do you want to communicate & is this REALLY the channel your ideal client is on? If not... DELETE! No need to be everywhere – only where your ideal clients are ☺

Step 3 - Create a mission statement for each social media channel that you have decided to use. For example: Instagram—*To share my company's vibe & achievements*. Put the statements in the spreadsheet to remind yourself of it in your quarterly review.

Step 4 - Do a tight brand check for each social media channel you use: profile photo, cover photo, icon, bio and description are up-to-date / URL is correct / icons are on your main business website.

Step 5 – Now check before you hop onto new channels: 1. target audience (is this the channel for your ideal client?), 2. type of content (does this suit you?), 3. who is going to be the administrator / responsible one for the content?

Step 6 - Centralize the ownership of passwords. If you have assistants who do this for you, let them own the key to all the passwords for the social media profiles. Use a tool like LastPass to share access on a need to use basis.

Step 7 – Look into the possibilities of auto scheduling for your social media channels. No need to put manual time in copying on all those channels, there are great programs for that so check these out!

Step 8 – Schedule your 3 monthly social media review of steps 1 to 4 in your agenda. Only takes a few minutes – great ROI!

One last social media tip: did you update you LinkedIn profile yet, including the recommendations of your clients? As an entrepreneur your LinkedIn profile is your business card so get onto it.

Task Decluttering:

Onto you tasks and daily business. A lot of entrepreneurs want to do everything themselves. After all, most of us started out by ourselves, doing everything ourselves. It's hard to let go. Recognize this? Then screen your tasks: Fewer responsibilities lead more meaning!

I can't say it enough. You are your core-business so keep to your core-tasks and decide what you can delete or delegate.

Obviously it depends on your business and your position in your business, but to give you an idea, here are some of the big things you can outsource:

- Social media management

- SEO
- Content marketing
- Online payment
- Newsletter creation
- Website management
- Website design
- Employee management

Realistically, you could outsource *every* aspect of your business. Own it, yes, but free yourself from the day-to-day responsibilities and the need to be present.

Take the time to eliminate the pointless, the questionable and free your mind. Decide what you can outsource or delegate. Then focus on the work that only you can do best, and that you can do for the most impact on your business. Yes, execute your zone of genius.

This is a vital point for entrepreneurs. If you are serious about up improving your revenue and leveling your business and do not know how to handle outsourcing, let's connect and talk. Book [your free session with me](#) now - no strategy call but a meaningful business talk to help you simplify your business and succeed on your terms – all the way.

Step 4 – Financial Decluttering

Relax and listen to the audio version [HERE](#) or read the transcript:

It's shocking but over 50% of the entrepreneurs do not know the exact expenses in their business. Yes shocking because not knowing your exact expenses is lethal! So we are sorting this out right now & stop those energy & money drains.

You know sticking your head in the sand is not going to get you anywhere so face up to it & bite the bullet right now. 😊

First of all, go through all of your automatic payments – one by one. Put these expenses in a spreadsheet for a good overview. Now identify the expenses and decide: do you need these? Are these cost-effective? And act: cancel the services immediately if you don't need/use/want them right now.

Secondly, pay your outstanding bills and arrange payment schedules for the ones you can't pay in full at this very moment. Nothing more draining than bills you didn't pay yet. Pay and arrange payment and you will notice an immediate peace of mind. And besides the immediate peace of mind, you will experience that your clients mirror your financial behavior so be the client you want to serve & attract!

Thirdly, automate & go paperless – rigorously. Go through all the payment and automate. If you can't automate, find a way to go paperless. It does take some time-investment to do this, but the ROI is priceless.

Fourthly, look at the true cost of your debt. It is totally okay to have debt as long as you consciously choose to do so. Sticking your head in the sand about the true cost is a sneaky energy leak. Subconsciously it is costing you energy and money so face the cost of your debt and decide if it's worth it. Calculate the true cost now – or if it's quite complicated, consult a financial advisor or your bank. Own it.

And lastly, schedule your finance time to beat the overwhelm – get on top of it! Find our own way that works for you. Personally I schedule financial days on the 5th, 20th and the last day of the month. I automate as much as possible and I batch paying other bills, sending

invoices and monitoring my system for the 5th and the 20th. On the last day of the month I calculate my tax payments and transfer that into my tax account and I tie up any loose ends.

It's not the easiest of areas but it's the area where decluttering has a super-fast effect! You will notice that once you're on top of your finances - no matter the shape they are in - once you are aware the abundance will start flowing - guaranteed! Feel the relief yet? Feel getting on top of it yet? Good! That's what it's all about – you owning and enjoying your business again!

It is beyond the scope of this 5 steps decluttering kick start but I'm going to mention it to you anyway. Now that you own your financial situation again, the next vital step is really to look into your client/product/service portfolio to analyze the ROI. Often we are enthusiastic about our own services and products, invest a lot of time in clients and forget to analyze the return on our investment periodically. So do an analysis – which services/products bring in a profitable return? Which clients bring in a profitable return? How is your ratio of investment to revenue? Often opportunities come by, we branch off with our services, products, and end up with unprofitable clients, products or services in our portfolio that we are not even aware of. Cost, investments, revenue changes over time so analyze your portfolio periodically to save you from leaks of energy and money.

Let's connect and book [your free session](#) with me now – let's talk meaningful business how you can get right on the profit track again, up leveling your portfolio, your business and you. 20 minutes - I guarantee you a great ROI from [this investment](#).

Step 5 - Declutter yourself

Relax and listen to the audio version [HERE](#) or read the transcript:

You are your core-business so taking good care of you is taking good care of business!

As entrepreneurs we are using our mind all the time – it's great to have all these ideas, creativity, decisions to make but let's face it, there's only so much space on our mental hard drive. Overwhelm, overload and procrastination often lurk, especially if we keep it all inside. Do like the most successful in business, sports, the arts, etc. and empty your mind on a regular basis. It not only keeps you sane, but guarantees you to be your best in your business: taking the right creative position to see the opportunities & act upon them successfully, maintaining your peak-entrepreneurial mindset at all times & building up the necessary personal resilience you need as a successful entrepreneur.

Establishing a personal success routine, a routine that keeps us in our peak entrepreneurial state is key – and decluttering our mind is a vital aspect of this. I'm giving you seven of the most proven ways to declutter your mind successfully and efficiently. All suggestions are based on personal mind practices from successful entrepreneurs – and there is not one true one so give them a try with an open mind and see what works for you.

The first one, a general one that works for everybody: declutter your physical environment. Your mind becomes clear and calm in a neat environment. We already decluttered our workspace. So what can you do to declutter even more? Your living room, kitchen, bedroom, bathroom... decluttering, cutting back to the core gives great peace of mind. Same principles: have a space for everything and don't hide anything. You can google everything about decluttering – I find Marie Kondo's method great – but the thing is to make the decision and start. Want help, get in touch with me. As a seasoned minimalist I can get you on track.

Second suggestion: write it down. Don't keep all your thoughts inside. Do a brain dump on paper regularly to free the space in your mind for real creativity to flow. We keep too much in all day. A mental garbage can- in any form - really helps. Carry a (digital) notebook with you at all times and jot your inspiration, your ideas all down during the day. No need to keep it inside. Then at the end of the day review – deal with it or delete so you don't have to keep space on your precious hard drive.

To go even deeper, keep a journal, this allows you to download the inner chatter that's constantly going around. Journaling helps you to focus and resolve things yourself – hey you can even be your own therapist. Journaling is a very versatile tool. It helps you with your self-awareness, and it also helps you to improve yourself. If you're serious about yourself and your business, a journal is a must.

To clear all the busyness in your mind first thing in the morning, the practice of Morning Pages by Julia Cameron is an excellent way to start. Every morning to clear your mind. Then set your intentions – another great practice - or whatever you need to get your head around on paper and you're off to a great start. Want to know more about journaling or setting intentions and what it can do for you personally? Connect with me and I'll send you my Little Guide To Journaling or my Little Guide To Setting Intentions for free.

Third suggestion, a very different one: stop multi-tasking and start uni-tasking. Yes, you might think you're doing great, but our brain cannot do 2 things at the same time, even though it feels like that. What your brain is actually doing when you are multitasking is switching context constantly, all the time going from one thing to the other. It's losing valuable attention and it costs you a lot of precious energy this way. You are not doing your brain or yourself a service so stop it. One thing. Focus. On the phone? Don't check other things. On your computer? One screen open at the time. Focus.

On the same page, limit the amount of information coming in. Set a limit on the amount of time that you're going to spend on social media sites or browsing the internet. There are great app that will help you limit your time on certain sites like StayFocusd or apps that give you insight in your internet behavior while motivating you at the same time like Limitless. Do yourself a favor and use these 😊

And keep in mind: quality over quantity. We already unsubscribed from any blogs and canceled magazine subscriptions that are not contributing to your quality of business life and your well-being. Make sure that the opinions that you pay attention to come from well-regarded individuals with relevant credentials; don't let somebody trash your mind with garbage. Decide what information is relevant to you and disregard everything else. Don't go browsing and scrolling... be conscious. And if you can't control yourself, use an app to block. Be rigorous – you only have one mind 😊

Fourth suggestion – a very powerful one! - put your routine decisions on auto-pilot to free up space for important decision making. Small, routine tasks can occupy a lot of brain space. This includes:

- Deciding what to have for breakfast each morning;
- Deciding what you're going to wear each day;
- Making a decision on what to eat for lunch; and so on.

A lot of these small things – even though they seem routine – they cost a lot of brain space and decision fatigue. Keep your valuable space for the real important decisions and limit your daily routine decisions. Hey, it's no coincidence that a number of very successful entrepreneurs wear the same thing all the time – even President Obama has discovered the pro's of limiting your daily decisions to make space for the real important ones so why not you?!

Fifth up are meditation and mindfulness. Meditation and mindfulness are not a fad but ancient practices that have proven to skyrocket our focus, productivity and happiness. Modern scientific research verifies the many benefits of meditating regularly and practicing mindfulness: meditation in business reverses the fight-or-flight response in stressful situations, improves your ability to focus, clears your mind, help you to make better decisions, boost creativity, increase your emotional intelligence... need I go on? Incorporate meditation and

mindfulness in your daily routine, your way. To give you a taste of what meditation & mindfulness can do for you, I made a free guide with [10 Mindful Moment Meditations](#) for you and do listen to my guided meditations on [Soundcloud](#). Ten minutes a day with an incredible ROI – go for it!

Get proactive with mindfulness like successful companies like Google do. Instead of using your precious evenings to get rid of our daily overwhelm, take a few five-minute mindful resets during the day to bring you back into the now. My article [5 Minute Reset Buttons To Beat The Daily Overwhelm](#) lists the all-time effective reset buttons. They've helped me stay sane over the years and should do the same for you.

Sixth suggestion: Breath. Feeling a bit fuzzy or clogged in the mind department? Breath for energy and balance. Deep belly breaths during the day are great ! Whenever you feel overwhelm coming on, do 5 deep belly breaths refresh you. Put your hands on your lower belly, breath in through your nose, feel your belly rise and breath out through your mouth. More over the ancient practice of 'balanced breath' does wonders for new energy and balance. Close your right nostril with your thumb and breath in through your left nostril – 5 seconds in. Now open your right nostril and close your left nostril with your index finger and breath out through your right nostril – same length 5 seconds. Repeat this 5 times – breath in in your left nostril and breath out in your right nostril. Then switch.

Close your left nostril with your index finger and breath in through your right nostril – 5 seconds in. Now open your left nostril and close your right nostril with your thumb and breath out through your left nostril – same length 5 seconds. Repeat this 5 times – breath in your right nostril and breath out through your left nostril. Now breath in through both nostrils – 5 seconds – hold – and breath out through both nostrils. Repeat 5 times. And you are done – balanced your breath and balanced your mind!

You can do this any time you feel overwhelm or fatigue coming on or when you feel in need of a boost of creativity. I know it's a well-kept secret by many successful entrepreneurs who practice this balanced breath before a meeting – getting clear and confident, so should you.

Seventh suggestion: practice gratitude. Being grateful has great benefits for us. Scientific studies have shown that gratitude is associated with greater mental & physical strength, better coping mechanisms & higher self-esteem – great assets for entrepreneurs. So consciously develop your attitude of gratitude – have a gentle start with *Whispers of a Grateful Heart* & listen to *Develop An Attitude Of Gratitude* for that feeling all day around.

If you are serious about putting together a daily success mindset routine to master your entrepreneur mindset, let's connect [and book your free 1:1 session with me](#) to put your personal success routine together. Maintaining your peak-entrepreneurial mindset at all times & building up the necessary personal resilience you need as a successful entrepreneur.

Step 5 – your personal decluttering with many suggestion, so go ahead and put the last step in practice. And remember...

YOUR MIND IS
YOUR BIGGEST ASSET
NOT YOUR TIME

ELLES LOHUIS PHD



A Personal Note from me:

Now you've kick started the decluttering of your business in these 5 steps, it's time to be honest, take stock, review your clients/products/services portfolio, review your business and see how you branched off... because this happens as we succeed.

We accumulate, we stock up... but now it's time for you to return to your core-business again and Simplify To Succeed Your Business, brining you more impact, more clients, more money & more meaning in your business & in your life!

So I'm inviting you to a complementary Simplify To Succeed Session with me – because I know from experience that there's nothing more POWERFUL than an 1:1 conversation to cut to the core of your business & to get you moving upwards to Peak Productivity, Profit & Growth.

In the Simplify To Succeed Session we are determining the #1 thing that you need to prioritize RIGHT NOW in your business & take ACTION on. So if you:

- Are serious about your business & leveling up
- Love what you do & wonder how to excel even more without trying to be & do it all
- Know it's vital for you & your business to expand but can't seem to make time for the innovation & creation needed right now...

... this is the strategy session for you! In the session I will show you WHY you are not getting the exact results you so want right now & HOW to turn that around – Simple & Clear.

Have your strategy session and leave knowing EXACTLY what you need to do next to achieve fast, sustainable results :

- Improving your revenue – Profit!
- Executing your zone of genius – Freedom, Creativity & Joy!
- Growing your business to the level that is truly fulfilling for you – Meaning & Impact!

[BOOK YOUR SESSION NOW](#)

I'm Elles Lohuis PhD – Simplify To Succeed Business Consultant & Mindful Minimalist.

I help entrepreneurs to scale up their business for more profit, impact & meaning on all levels.



▶ I work with driven entrepreneurs – solopreneurs and small business owners who:

- see more opportunities and need a strategy to make it work
- want to have more income and need to tweak their business model to leverage to this next stage
- want to have more time & more freedom so need to get their business processes work for them

▶ My philosophy - Have nothing in your business that you not know to be profitable, or believe to be meaningful. (*adapted from William Morris*)

▶ My strategy - Simplify Your Business To Succeed

- Decide – make conscious choices on the business you want
- Delete – remove what's not serving anymore – for more profit
- Simplify – streamline your processes (automate & delegate) – for more freedom & more time
- Succeed – execute in your zone of genius with focus & flow – for more impact, reaching your next level in business - true fulfillment on all levels

▶ My track record - With over two decades of hands-on experience in entrepreneurship, international business training and coaching, I have an 80% track record of new start-ups being profitable within the first year. I've created & conducted entrepreneurial courses internationally & I've worked in many other global businesses to improve their business systems as well as enabling them to capitalize on their market. My passion & talent is help you to do the same – taking YOUR business to the next level you desire.

▶ So if you:

- Are serious about scaling up your business
- See more opportunities and need a solid strategy to make it work
- Want more income and you need to tweak your business model to leverage to this next stage
- more time & more freedom and you need to get your business processes for you, then do yourself & our business a favor and...

▶ [Connect with me for a powerful conversation & book a complementary session](#)

After all

DO THE WORK THAT MATTERS
CUT TO THE CORE

HAVE MORE IMPACT, MONEY & MEANING

ELLES LOHUIS PHD



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