



Decluttering Your Mind

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years ago one of my friends ended up being the very first civilian photographer sent to the still-burning 9/11 site in New York. He was flown in by the Army on a military helicopter, along with 3 other photojournalists who were military guys. These guys were all tough, having been on war assignments and secret missions all over the world. I will never forget him telling me that when they got out of the helicopter and stood on the ground all of them started weeping. Their sense of overwhelm at the destruction was total. Today, I am remembering those who lost their life on 9/11.

Trauma clutters the mind, along with many other things. We are prone to letting our failures and fears clutter the mind, which sometimes stops forward movement. What can we do to help ourselves?

Often, the first step in decluttering the mind is facing the shame we feel. When we try to push away shame we also push away the energy it takes to move forward. There's

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nothing wrong with shame, and there's nothing wrong with making mistakes, doing things we regret. The wrongness only comes when we allow it to paralyze us, keeping us stuck.



Next Wednesday is my Declutter for Fall workshop. And yes, part of it is about the mental clutter we stick ourselves with when the backend of our business needs shaping up. Clutter happens in business, it's just a natural thing - our business changes, or we limp along with a system that is costing us too much, or we buy something and don't use it. Then we start feeling a bit of shame or embarrassment and stay stuck, not sure what to do, afraid of making another mistake.

My grandmother used to say, "A mistake is only a mistake if you don't learn from it. Then it really IS a big mistake!" I think she had it right, don't you?

On Wednesday you'll get a template that will help you inventory and keep track of what you are using to run your business. You'll have the chance to ask questions about the tools you are using. You might just find that you can use something you already have that simplifies your business's backend. That's what this 90 minute workshop is all about. Go to confidentmarketer.com/declutter-for-fall to save your seat.

Decluttering your business's backend now will help you with momentum through the fall and into the early part of next year. In the end, clarity means simpler systems, less time spent, and perhaps more income for you, too. It's a good investment of your time.

To your sweet success,

Sue Painter