

THE NO BS  
**Build without Burnout**

QUICK SURVIVAL GUIDE



COVID-19 RESPONSE

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**A NOTE FROM SHAWNA:**

**You are strong.**

**You are resourceful.**

**You are resilient.**

I know that in all you do, you do it with passion and gusto. You brave hard things all the time. You have overcome many obstacles in your lifetime.

You have something to give and to share, and right now it might feel really hard.

Me? I am a dreamer and a doer. I believe in pushing boundaries and doing things bigger than ourselves. I also know that burnout is real and has long-lasting effects. My number one priority is to keep you from burning out and to keep your hopes high.

The BS We Feed Ourselves is that it's all going to come crashing down and we're full of fear. Catastrophizing the future isn't helping things in the here and now.

Right now the best thing you can do is to support your mind and body to support your family and business. For that you need a plan, and to be open and flexible in it's execution. This guide is an outline of that plan.

I created this out of my one-on-one coaching and my group mastermind, "Build without Burnout," and I hope it serves you well. I am currently working on a full-scale ebook that goes into more detail on each section. Should you need more support, [reach out to me directly.](#)

Be well,

A handwritten signature in black ink that reads "Shawna". The signature is fluid and cursive, with a large initial 'S'.

THE NO BS

# Build without Burnout

QUICK SURVIVAL GUIDE

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# 1. Preserve

**You are your greatest asset. Period.** Your physical and mental health are paramount right now. Without you at the helm, or with you operating at less than optimum levels, everything suffers.

So, let's get clear on not just putting yourself on the to-do list, but putting yourself at the top. This may be a struggle for you. You may have never taken the time for yourself or for what you need.

This is not a time for you to say, "I'll get to it when (insert business or family need here) is finished." Right now that need cannot be done properly, or with any real lasting efforts, if you are not centered, grounded, and taking care of you.

## LET'S TALK ABOUT STRESS IN TANGIBLE TERMS

It's a pandemic, and the levels of stress are palpable. There are three official stages to stress. Let's evaluate: Which stage of stress are you living in? And how can we move you to a calmer, more relaxed state?

The three phases of stress are the **Alarm, Resistance and Exhaustion Stages**. The "Father of Stress," Hungarian endocrinologist Hans Selye, named it General Adaptation Syndrome, or GAS—a name I find particularly ironic. Who hasn't run out of gas before?!

You already know **The Alarm Stage** as the "fight or flight response." Your brain sends an emergency signal to the body which says, 'Yo, you're in a dangerous situation.' Your heart races to provide oxygen to the muscles and brain. The nervous system goes on high alert. All other body functions like digestion and hair growth are seen as "auxiliary" at this point and shut down.

Didn't escape from a stressful situation? Your body moves to the next stage, a state of alert for a longer time called **The Resistance Stage**. Your parasympathetic system tries to return your body to its pre-stress levels while still focusing bodily resources on the next threat. If you have no time to recover from the next moment of stress, then your body remains prepared, swimming in stress hormones including adrenaline and cortisol. Signs of the resistance stage include irritability, frustration, and lack of focus.

When your body can no longer deal with a threat or stressor, you progress to **The Exhaustion Stage**, where you've depleted your bodily resources. We call it "burnout." This stage is the result of prolonged or chronic stress. Struggling with stress for long periods can drain you mentally, physically and emotionally. You may give up or feel your situation is hopeless. Signs of this state include anxiety, depression, high blood pressure, and heart problems. The physical effects of this stage also weaken your

immune system and put you at risk for autoimmune issues.

It's fairly impossible to eliminate every stressor, so it's important to find ways to cope with stress. Knowing the signs and stages of stress are helpful. But knowing your triggers and what sets you off is even more important.

## **HERE'S YOUR NO BS HEALTH CHEAT SHEET:**

# **SLEEP**

## **THE CURE-ALL**

Sleep is more important than any other health-aid that you can give your body. We're on high alert at the moment and the landscape is changing minute by minute. Your brain and body are working overtime to problem-solve and keep you safe.

Did you know that we OVERestimate how much sleep we get? In a society that puts sleep-deprivation on a pedestal, that's troubling. If you're bragging about 5 hours of sleep, you're probably getting less. The body needs this time to clear brain passageways and chunk away information gathered in the day. It also repairs cell damage, reduces inflammation in your brain, and detoxes the system. Rob your body of this and you're cutting off years of lifespan.

Each night, when you sleep, your brain literally shrinks – up to 20%! – and gets the equivalent of a “wash cycle,” cleaning out all the mineral deposits and toxins accumulated in the daytime. Without this, the brain becomes sticky with build up, adding to brain fog and delayed reactions. Where did I put my phone again?

# **FOOD**

## **JUNK IN, JUNK OUT**

What is all this talk about gut inflammation and leaky gut, and how and why does it matter? Dig if you will a picture: every time you eat something your body can't process, or doesn't appreciate (allergy or sensitivity), your gut swells. And when it does, little pieces of food can escape your gut joint segments to find their way into your bloodstream where your immune system attacks them. INVADER! Do that enough times and the immune system flips into an “always on” mode.

### **Snacking like crazy?**

The brain uses 20-25% of our calorie intake — it runs on fat and minerals to do its job. So when we tax it, it starts to ask for more calorie intake. It wants whatever is the fastest form of fat and minerals it can get, so naturally, you start reaching for the chips. Restrain. Feed yourself well to keep inflammation low and your body running right.

Make yourself a “bullet-proof” coffee or tea with a tablespoon of ghee, butter or coconut fat added to it. Eat dried and salted seaweed. Have yourself some crispy roasted plantain chips with smashed avocado. There are a lot of food blogs out there to give you ideas on how to snack healthy. Find ways to get what your body and brain is craving in a form that is good for your body.

## **MOVEMENT**

### **SITTING IS THE NEW SMOKING**

It may be tempting to sit in front of the computer for longer right now to try and get things done, to get back on track. Here’s the deal: there is no more “track,” so you get to invent how it all gets done. Breaking during the day to get in some light exercise and seeing the outdoors will reset your body and your mind. Plus, spending time in nature enhances your immune system and supports your overall wellbeing.

Did you ever go through a gangly phase as a kid where you tripped over everything and always had bumps and bruises? It’s because your nerve endings couldn’t keep up with your growth. Same is true if you’re sedentary all the time, you get clumsy again. Your nerve endings need to be reminded where your limbs end. So start taking up some space, swing your arms and legs and MOVE around!

## **CONNECTION**

### **FIND YOUR TRIBE. ASK FOR SUPPORT.**

Connection is a basic human need. Being lonely is more detrimental than obesity, smoking, and high blood pressure. Being with someone produces oxytocin, which is associated with happiness and less stress. It also causes a reduction in blood pressure and of the stress hormone norepinephrine. Win-win!

So if you’re stuck inside with no one to visit, it’s time to attend one of the many webinars, Zoom meet-ups and pop-up Facebook groups. What’s more, a lot of them are supportive of businesses, spirituality and lifestyle, so you can easily find your people.

Volunteering feeds the soul—consider giving your time, money or other resources if you’re in a place to do so.

## 2. Perspective

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**Life is  
10% what happens  
to you  
and  
90% how you  
react**

—Charles R Swindoll

@Shawna Bigby Davis

## **STOP THE NEGATIVE TALK**

You may not realize it, but your worldview—the way you process your thoughts, how you handle your responses and then your actions—has a direct influence on the way your body works. You're going to have to address and stop the self beat-up and change your perspective to truly get healthy.

In life you can control your attitude and your effort and little else. Our brains are meaning-making machines and if we're constantly living in the future of 'what ifs' and 'what could be,' we're not only taxing our computing power, but creating a physical reaction in our body at the same time. Our brains can't tell between thoughts and reality, it's why storytelling is such an effective way of communicating.

The stress of the last few weeks means we are swimming in stress hormones. For every five minutes of perceived trauma, the body needs eight hours to recover! And if you needed any more reason to flip the script: when we set up a cycle of stress, our bodies become desensitized to the "off switch" and get caught in a stress loop, shrinking our brain and pumping cortisol and adrenaline constantly. You don't need to be a mathemagician to know the result is exhaustion and burnout.

So, how do you change your perspective? We'll dip into the self-help category here and discuss the difference between happening TO me versus FOR me.

### **ASK: IS THIS REAL?** Are you making it into something it's not right now?

Ask yourself very practical questions. Is this actually real and happening right now, or is this a scenario that I've made up in my head? If it's a dream, ditch it. That's energy we need for the rest of this list.

## **CHANGE YOUR WORDS**

Get mindful of how you're talking about what's happening. Negative talk fuels negative action.

## **TAKE OWNERSHIP: CLAIM THE WARRIOR, NOT THE VICTIM**

You are in control of how you view and react to a situation. If you've screwed up, own it, recognize it and identify why it happened in the first place. Then move on, no dwelling. That dwelling is an energy suck that we don't have time for right now.

## **SEE IT FROM SOMEONE ELSE'S POV**

Step outside yourself and see it from another angle. Would they see it the same way? How could the situation be reinterpreted?

## **NO MORE SOUL-CUTTING**

You know when you say yes, but you really mean no? Or, just the opposite? Every time you hold back what you're really thinking or feeling and push down the need to express yourself, you go away from your North Star. Do it enough times and you no longer remember what you DO and DON'T like without someone's input. I call this the Death by a Thousand Cuts and it's detrimental to your mental and physical wellbeing.

# 3. Prioritize

Self-preservation is the key to any long-lasting results and right now, in a rapidly changing world, we need to prioritize what is fueling us, and where there is friction.

Where are the places that will create the most impact for the least effort? What is an energy and resource drain, but isn't producing results? Assessing and evaluating areas of friction can be an awesome opportunity to make much needed changes in your workflow. It's also an incredible opportunity to look at who you are in the world and how you show up for others.

We're going to create a priority list of what the MOST important tasks are that need to get done and that deliver maximum output. You're going to create your own Effort / Impact grid to identify where to spend your time.

**YAY!**



**BOO!**

## HERE'S HOW YOU'RE GOING TO DO THIS:

- Create a list of all the tasks on which, and areas in which, you spend your time, and then categorize the output that is generated from them in terms of High Impact or Low Impact.
- Impact should be measured in actual sales first, brand awareness second.
- It's important for you to identify what is actually moving the needle for your business, given where you are currently.
- Now, evaluate each item in terms of the Effort it takes to create (see table below)
- Effort is measured in both time, resources—like staff or money—and emotional effort. Use this formula to help you decide what's working and what's not.
- Using the grid, notice you want to be spending your time in the top left-hand quadrant.
- For the yellow and orange quadrants, look for ways to increase the impact, or reduce the effort.
- Anything that is in the red quadrant should be ignored for right now and seen as a “nice to have.”
- NOTE: Feel free to create two lists: one for your personal life and one for business. This chart is a wonderful tool for all areas of your life.

# 4. Pivot

Please don't pause right now. You need momentum to keep going. However it's got to be focused momentum, as you defined above. Does it feel weird to sell right now in these times? It doesn't have to be. It's all in the way you serve your audience. It's essential for your business, and you, to keep going.

The best way for your business to adapt is to pivot how it operates. If you were brick and mortar, can you now offer online? If you were a service-based business, can you connect virtually with your customer base?

Creating a pivot in your business means asking yourself some important questions and then getting creative with the answers. There's no grading, so let all the answers fly.

**WHAT DO YOUR CLIENTS NEED RIGHT NOW, MORE THAN EVER?**

**HOW CAN YOU GIVE THAT TO THEM? (GET SCRAPPY, NOW IS THE TIME TO EXPERIMENT! THERE'S NO JUDGEMENT, EVERYONE IS REINVENTING THEMSELVES!)**

**HOW DO YOU WANT TO BE SEEN RIGHT NOW?**

**WHAT CAN YOU DO TO SHOW UP THAT WAY?**

**WHAT CHANGES HAVE YOU SEEN ANOTHER BUSINESS MAKE THAT YOU LIKED/ADMIRERD/THOUGHT ABOUT MAKING YOURSELF?**

**DOES ALL OF THIS EFFECT YOUR PRICING? DO YOU NEED TO CHANGE IT RIGHT NOW?**

**IF YOU HAVE ADDITIONAL TIME, WHAT COULD YOU BE CREATING RIGHT NOW (USING THE EFFORT MATRIX ABOVE)?**

# 5. Partner

Partnerships are a natural part of business and a way to survive and thrive right now. And they are something that comes naturally to people as we want to support each other. Helping each other out is internal to who we are.

To be clear, the kind of partnership I'm talking about is when you provide something valuable to a company, and they promote you to their audience in return. If you're looking for awareness, could you provide content for a partner to support their audience? If you're looking for sales, could you find a partner to help promote your business and offer a percentage of your final sales?

## **TWO TYPES OF POTENTIAL PARTNERS:**

### **1. EXISTING CONNECTIONS**

People/companies you already know or have even a small connection to.

- Friends and family. This could be anyone you know with a business whose customers/audience might be interested in your niche.
- Blogs or email lists you've subscribed to (or that have featured/mentioned you): Look through your email inbox—who's there?
- Podcasts you listen to (or that have interviewed you): Open your podcast app and scroll through the shows you subscribe to. Do any have audiences that would be interested in your business/topic?
- Courses or digital products you've bought: Purchased any online courses/workshops/masterminds? You've already got an in with the person who sells it.
- Services you use: What software services do you use in your business? Being a customer is a great way to start a conversation with a potential partner.
- Books you've read: Authors often have an online platform and ways to connect with their audience.
- People you've interacted with online: Think about people you've talked to in Facebook groups, Slack channels, social media, or other online communities.
- People you've featured: Have you interviewed/talked/linked to anyone for a podcast, blog post, YouTube video, or other type of content you've published?
- Websites that have linked to your site: You can use an SEO tool like Ahrefs to see a list of every website that's linking to yours.
- Your customers: Don't forget about the people who like your business so much they've given you money for it. What podcasts do they listen to?

## **SHOULDER CONNECTIONS:**

people/companies who serve the same customers you do, but in a different way. An example: I serve A-type women who are nearing burnout. Women Founders Network serves women entrepreneurs. Women entrepreneurs are a natural fit for my target audience and I can offer value to their subscribers.

To discover your own shoulder connections, ask yourself 5 questions about your core customer:

- What podcasts do they listen to?
- What popular blogs or websites do your customers visit?
- If you can't think of many, just google the name of your industry plus "blog."
- What conferences or virtual summits do your customers attend?
- When you find conferences or virtual summits related to your industry, check out the speakers listed on their website. Many will be a shoulder connection for your business
- What LinkedIn and Facebook Groups do your customers hang out in?
- What other products or services do your customers use?

# 6. Practicalities

Here is a check-list of some proactive, practical things that you can be doing right now if you're feeling stuck.

## **STAY VISIBLE**

Leaders show up. Leaders give permission to others to be themselves, to share where they're at and create connection. Share your journey, your struggles. Give us a behind the scenes look at your business and what's really happening. Be honest about where you are and provide a guiding light for others. However, here's my caveat: while you can show that you're frustrated, and be real about it, this is not an opportunity for you to complain or vent. There's a fine line between being real and vulnerable, and having a breakdown on social media. You are sharing with your community and customers the reality of your day from a real point of view. If you cannot do this in a way that feels both natural and neutral, or even offers a bit of optimism, then don't share.

## **GO UPDATE ALL THE THINGS**

Take a minute and go visit your social profiles, your business page—any touch point that your customer sees—and identify if anything needs to be updated or changed. Look for ways to include your pivot in your business.

Your profiles should look like this:

- Description of what you do
- Benefits of following you
- Who it's for
- Contact info
- A way that you can support people RIGHT NOW (touchpoint for download, video, email, etc.)

## **REACH OUT TO CUSTOMERS**

How lucky are we to be in a time and age where we can jump on a virtual call or video chat with someone across the globe? You think they could do that during the flu epidemic of 1918? Use this to your advantage.

Don't feel like you're bothering them. If they don't want to open the email or take the call, they won't. Being visible, staying top of mind and showing them that not only do you care, but you're resilient enough to reach out will make a difference to them. Share with them that you need their support and what that looks like. Or, share with them how you're pivoting in your business.

## OPERATIONS

- Get your products online if they aren't right now.
- Create a way for people to purchase gift cards to be used in the future. Make it easy to buy and use.
- Create the organization, structure and systems necessary for you to be able to manage the workload for when it gets busy again.
- Asana, Trello and Slack are great tools to look into.
- Run your data and numbers: Which products actually move the needle? Which ones are stagnant? Information is power.
- Start or grow your email list. This is something you own and can control forever, unlike social media. If you don't have a list of your customers that you can quickly communicate with, focus on creating this list! There are a number of courses out there to get started on creating your list. Amy Porterfield offers a great one.

## BRANDING

- Refresh your branding
  - Is your brand up to date? Is your information current? Are there areas to improve your copy/images/branding?
- Update your website and offers

## CLIENTS

- Reach out to clients to provide information, education, and insight.
  - Work on client experiences:
  - Pricing guides, email templates, delivery methods—create streamlined experiences for your client.
  - Update or create workflows to help you deliver exceptional client experiences.
  - Work on your on-boarding email sequence for your client.
  - What happens after a client purchases? Refine this to keep clients coming back for more in the future!

## MARKETING

- Stay active on social media.
  - People might not be buying now, but they will in the future. This is your time to become known, liked, and trusted.
  - Be seen: Boost your visibility with LIVE videos. Use the LIVE features on LinkedIn, Facebook, Instagram—teach, or answer people's biggest questions.
- Let people behind the scenes, let them know you're a real person and working through this the best you can. Let them see you and relate to you. (email and social media)
- Educate people on your product or service. Use this time to create resources about what you sell and help people imagine themselves being a customer or recipient.
- Do you have old content that you can repurpose right now?
- Do you have content that you can share with a partner for more visibility?
- Sit with your ideal client for a moment. Create and publish content that will be helpful for them:
  - What questions do they have? What are they searching for?

# 7. Patience

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**Stress is what  
we feel when  
expectation and  
reality do not  
align**

@Shawna Bigby Davis

**Burnout happens when what you've pictured in your mind doesn't match up to what's actually happening.**

Empty your mind of what should be, or could be. It's a useless, thankless task. Instead concentrate on the things you can control and how well you react to them. You need to give yourself grace if your new routine isn't working, or you can't quite get up to speed with the new landscape. This one is the hardest for A-types. We have plans for days and feel like we can conquer any struggle with enough grit and perseverance.

At a time like this, grit and perseverance look different: They look like weathering the storm and surviving it, not like exhausting ourselves and all that we have in order to make our world look like something that it just can't be at the moment.

## **PARTING WORDS FROM SHAWNA:**

If I had any advice for you as a person, it would be to go back to the **Preserve section** and use the No BS health cheat sheet on the daily. (print the last page in this PDF, stick it on your mirror)

For your business, right now you need to serve, serve, and serve some more. Become a resource. Show up as a leader.

If those two are not congruent with each other, then choose health. The wealth you'll be able to get back. Your health, not so much.

All of this is new and weird, there's no doubt about it. You are not allowed to judge yourself in any way, shape, or form for your output or what you have or haven't accomplished right now.

There will never be 'going back to normal' – there is no reset button. Let this be an evolution of you, how you react, and what your business does. People and our circumstances evolve and shape-shift. Will it always be this challenging? Hopefully not. However, prepare yourself for a longer stint than a few weeks of social distancing. The effects and trickle-down of all of this will be felt for some time. You'll need your strength and your stamina to keep going. Please take care of yourself, your health, your family and your friends.

Be well,  
Shawna

### **PS:**

I am currently working on creating a more in-depth version of this. I'll be emailing you more details as I create it. Until then, **rest, reset, and refocus** as many times as you need!

## **WHERE TO FIND ME:**

[ShawnaBigbyDavis.com](http://ShawnaBigbyDavis.com)

[The BS We Feed Ourselves Podcast](#)

# THE NO BS HEALTH CHEAT SHEET

## SLEEP THE CURE-ALL



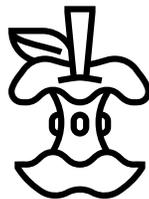
- Go to bed at the same time every night
- Get up at the same time every day
- Don't watch TV in bed
- No screens at least an hour before bed
- Sleep with your phone off, and better yet plugged in across the room or in another room entirely
- Read before bed
- Dump all your worries and lists out onto a piece of paper, a notebook or a journal
- BONUS: Free journal for 5-15 minutes each night

## MOVE SHAKE IT OUT!



- Bunny hop in place while saying the ABC's
- Jumping jacks while saying I love you to the ABC song
- Plank in place for 30 seconds
- 10 downward dogs
- 10 sun salutations
- 10 child's pose
- 10 lunges

## EAT WELL JUNK IN, JUNK OUT



- Swap out the apocalypse junk food for things that feed your body well
- Eat 8-10 cups of vegetables a day, smoothies count
- Drink plenty of water
- Herbal teas instead of more coffee
- Batch cook so you can get a few meals out of your cooking efforts

## CONNECT FIND YOUR TRIBE. ASK FOR SUPPORT.



- Attend one of the many webinars, Zoom meet-ups and pop-up Facebook groups. Find one supportive of your businesses, spirituality, or lifestyle, so you can easily feel comfortable.
- Volunteering feeds the soul—consider giving your time, money or other resources if you're in a place to do so.