

So, Here's The Thing Episode 153

Welcome to. So here's the thing, the podcast for small business owners, entrepreneurs, and creative educators who are ready to take their business to the next level through candid conversations, tactical approaches, and a few unpopular opinions. We're lifting the veil on what it takes to build both a life and a business that you love.

I'm your host, Laila Imadi, a coach for creatives and founder of the Creative Educator Academy, where I help entrepreneurs step into the role of industry leaders and educators. I'm so glad that you're here. Now let's jump into today's episode. Hey friends, welcome to this week's episode. This one is going to be a fun one.

It's been in my DMs. a lot lately, and that is what to do when you have a lot of white space in your calendar. Now if you're new around here, you may not know, but I used to speak a lot on productivity on burnout, and I would really, really encourage any entrepreneur to make sure that you always have a white space in your calendar, meaning there are blank spots.

You don't want to overbook yourself. You don't want to overwhelm yourself. And more often than not, I think as entrepreneurs, we see Being booked and busy as being the best case scenario, because that means more profit, more income. And I understand that it means more revenue. However, there's usually only one of us, especially for those solopreneurs out there who haven't grown their team yet.

And so I do think it's really important to remember that with only being one person, you will burn out and you will spread yourself a little too thin if you don't have any white space in your calendar. Now let's say you understand that and you accept it because let's be real, that's probably like the first step and the hardest thing to do.

But once you accept and acknowledge that white space is a good thing, not only a good thing, but a necessary thing, the question often stands, what do I do to fill that white space? So I'm going to talk you guys through the first three things that I would take into consideration when filling this white space.

First and foremost, I would say, what are areas in your life and in your business that you've been neglecting? So for me personally, when I first started incorporating a lot of intentional white space, In my calendar, I took a step back

and realized that it was actually my personal life that needed a little bit more nurturing at that point in time.

For me, that meant incorporating a lot more fitness, eating healthy, making time to actually cook instead of just ordering in or eating out or relying on my partner to cook every meal, which if you've been around here for a while, you know, Tim used to be the one that would be in the kitchen every single day.

And that was amazing. But since he went back to the office, I really had to learn how to cook. I had to be the one that cooked. I had to be the one that learned how to take care of myself and to really remember that I couldn't put out the best work if I wasn't putting in the best effort with my personal life and my body and my wellness as well.

So for me, again, that meant making time for the gym, making time to go grocery shopping, meal planning, cooking, and then incorporating things like Therapy for my mental health and other things in that realm. So take stock of where are the places in your life and business where you're currently feeling like you're neglecting and fill those white space times in with the things that will better your life and in turn, better your business.

The second thing I would encourage you to fill white space with is education. This is not going to come as a surprise to you guys at all. I always say the best educators, the best industry leaders and the best experts in their industries are the ones who never stop learning, who never stop investing in coaches, in courses, in programs, events, whatever it is that you want to invest in, whatever.

Type of education you take away the best results from I want you to invest in that you'll see that the people that you follow the closest on social media or you take in the most content from or maybe you learn from they're always talking about the coaches that they're investing in because they understand that the more you learn, the better product you're going to turn out.

Right? So I want to encourage you to fill some of that white space with education. Thanks. Especially the more established you become as the expert in your field, it can be more and more difficult to actually carve out the time and find people who you want to learn from as well and invest in yourself, not just in the people that you are leading or teaching.

Last but not least. And by the way, this list is obviously not an exhaustive list of the things that you should be doing to fill your white space, but these are just

my top three. The third thing I would encourage you to incorporate into your white space of your calendar is. Nothing. That's right. I want you to rest.

I want you to build in time for rest for yourself. I think oftentimes, especially for those of us with families, with other demands, with friends, and we want to be able to give a lot and give a lot of ourselves to other people and to other events and other things in our lives. We forget that if we are not taking care of ourselves and not carving out time for personal rest, where we're not expected to be anywhere for anyone else.

Then we're not truly getting that downtime, that rest that will then create rejuvenation and create a way for us to feel refreshed and ready to attack the next thing in our business and in our lives. I hope that this Snackcised episode gives you good food for thought as you tackle, hopefully, what ends up being a calendar full of white space that you can play with to again create even better white space.

Product and even better outcomes for the rest of your business. And I encourage you again to find rest where you can make sure that you're taking care of yourself in every aspect, because the better you feel and the better you are on the personal level, the better your business outcomes will be. I'll see you guys on the next episode.

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