

## Self-Care – The Best Investment In Town

By *Lois Barth*

A Chinese proverb says, “if we wait until we are sick to get healthy, isn't that a lot like building a well when we are thirsty?” As sole proprietor of my business, if I get sick or am under the weather, so is my CEO, CFO, sales and marketing team. "Me Inc." comes to a screeching halt until I am up and running again. As a health care/personal growth professional for well over a decade, the two biggest complaints I hear about taking care of oneself are "It will take too much time," and "It feels like a chore."

Let's dispel those myths:

**The Not Enough Time Myth:** Set gentle and do-able goals and accomplish them. Is watching “Frazier” on television your way of decompressing? Great!!! While watching it, prepare a healthy lunch for yourself or pack your handbag for the next day, so you don't scramble at 7am. Exercise at the gym hasn't made its way into your day planner? Get off the subway two to three stops before your destination and walk. Put on your favorite music and dance around your house. Small builds on large. These seemingly simple practices, once put into place, become healthy habits that are life transforming. You're guaranteed to be relaxed, feel taken care of, energized – and the bonus: more engaged in your business!

**The It's a Chore Myth:** Self-care doesn't have to be "one more thing on my things to do list." Make it your own! Be creative! Build a practice of self-care that supports your rhythms, preferences and priorities. My friend LOVES massage, but her finances are tight. For her 50th birthday she received the gift that kept on giving; bi-weekly massages for the rest of the year. Go beyond the basic blocks of self-care (eating, sleeping and exercise) to what makes your spirit soar. It'll come back to you ten-fold!

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