



Food & Vitality

FOR ENTREPRENEURS'

Manifesto

I'm talking to all the world changing, purpose driven, crazy passionate entrepreneurs'. Those with incredible vision and a deep knowing that what they are doing is changing the lives of their community, whether it's family, local, global or galactic.



THERE IS AN EPIDEMIC IN THE ENTREPRENEURIAL WORLD THAT IS SLOWLY KILLING US ONE BY ONE... AND ITS INSIDIOUS.

It's the #drive #hustle #pushthrough #nomatterwhat mentality that becomes our physicality and perpetuates #burnout.

Unfortunately it doesn't stop there, burnout is just the beginning... exhaustion, brain fog, thyroid conditions, chronic fatigue syndrome, autoimmunity and more.

We embody our entrepreneurial journey.

And the addiction to adrenaline is contagious too, we share it with our entrepreneurial friends.

This has to change.

You are here to do big things and this awesome body of yours is along for the ride...

Manifesto

I believe in applying your own oxygen mask before applying it to your business.

I believe in waking up refreshed and serving from our overflow.

I believe in nourishing our cells, ourSelves and our clients.

I believe in fun inside and outside business.

I believe that your uniqueness is the essence of health – honouring your genetics, medical history, strengths, gifts and talents allows for a unique healing.

I believe you body can do exactly as it needs to, given the right environment.

I believe the health of your body and the health of your business are intricately linked.

I believe in showing up every day, as the best version of you possible, from a cellular level.

I believe serving your cells, allows for serving your clients.

I believe you are your own specialist, no one knows you better than you.

I believe in trusting the process.

I believe in YOU.

The what

WHAT TO EAT TO THRIVE AS AN ENTREPRENEUR IN ANY SITUATION

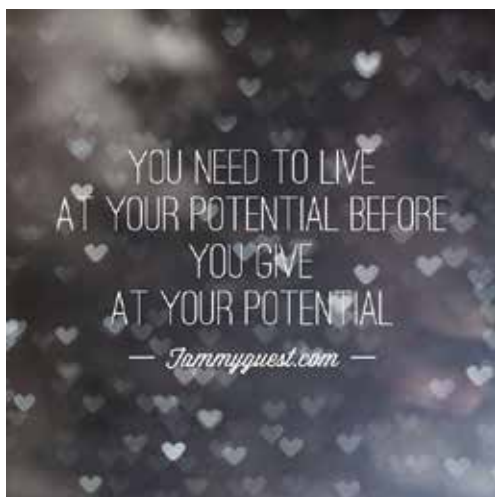
1. when 'skint' and the money isn't flowing
2. when flush and there is abundance everywhere you look
3. when you are travelling and at conferences
4. when you are in launch mode
5. when you are delivering your content

1. WHEN THE CASH FLOW IS LOW

So you know the feeling, you got out of flow a while ago, you've been in creative mode but sales just haven't been coming in. Your rebranding and redesigning your products and haven't focused on getting clients in.

Unfortunately with that comes the lack of funds... this in turn means slipping in the two minute noodle and chocolate isles more frequently than ever before.

Entrepreneurs need 3 things to survive physically - Brain power, gut feelings and Energy.



1. When the cash flow is low

	NUTRIENT	WHY	FOOD SOURCE
BRAIN	Essential fatty acids	These amazing things clear the cobwebs eliminating brain fog and inability to focus especially in the afternoon.	Eggs, Fish (tuna/salmon), avocado, nuts/ seeds, coconut oil
GUT FEELINGS	Probiotics and prebioitcs	The science shows, these look after not only digestion but mood, motivation and immunity too – essential in an entrepreneurial life	Yoghurt, sauerkraut, kim chi or kefir on the probiotic front and chia seeds, LSA (linseed, Sunflower and Almond meal) or something like psyllium or bran
ENERGY WITHOUT COMPLICATIONS	Plants	Plants grow from transforming the energy from the sun in photons into energy and fuel for whoever eats them. They are also jam packed with vitamins	green ones preferably, 4 handfuls a day – rice is a non allergenic fall back guy for those rely on a tight budget.

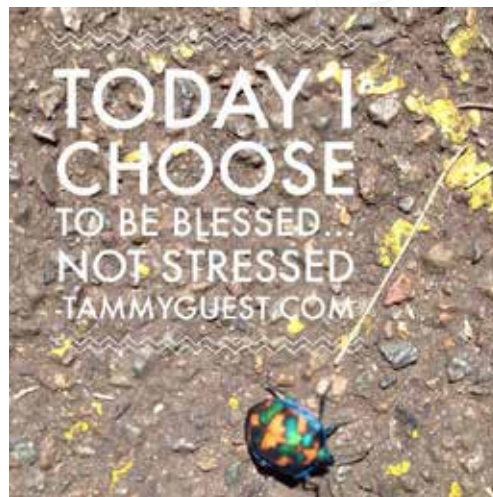
THINGS TO MINIMIZE	Coffee, Alcohol, Sugar – These smash you adrenal glands and cause a massive deficit in long term energy.
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2. Abundance central

YOUR BIG PAYDAY HAS COME IN AND YOU WANT TO CELEBRATE.

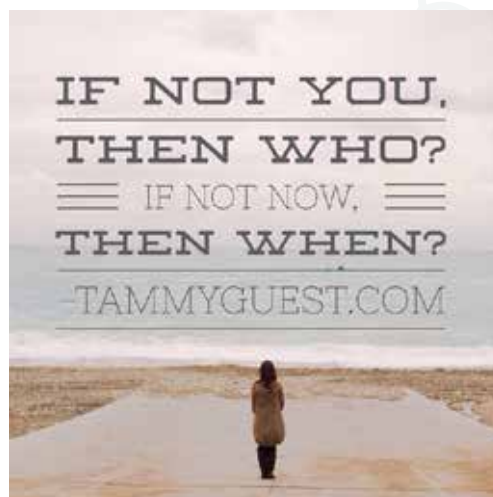
3 top tips you want to bring in when you have the money to do so.

- **FERMENTED FOODS**
Keffir or Kombucha – these are ‘alive’ drinks. Packed with probiotics to feed your gut and keep it healthy. These do a great job of helping keep bloating and irritable bowel symptoms away, as well as feeding the 70 % of your neurotransmitters (happy hormones in your brain) that are built in your gut.
- **OUTSOURCE IT**
When you have so much else to do in your business, food can move down on the priority list. If this is you, its time to outsource to someone who loves to do it for you. A personal chef is one option, getting a local delivery service is another like fitfresh.com.au or hellofresh.com.au, or even engaging your local café to deliver may be an option. As long as you are focusing on plant passionate food to fuel your work you are on the money.
- **SPICE UP YOUR LIFE**
Stocking up your spice collection when things are going well is great. You can literally change which country you are eating in every night, simply by the spices you add. Spices are also incredible for circulation, gut health and are anti-inflammatory. Fantastic for stimulating your brain and taking away aches and pains.



3. Travelling and conferences

- **IT STARTS IN-FLIGHT**
Although the second you get on that flight it feels like party time, don't blow it all out before you even get there. Drinking on the plane can mean starting at sub optimal hydration or worse with a hangover and meeting and greeting can become a chore.
- **SO, ON THE PLANE**
At least drink as much water as you drink alcohol. Eat food, preferably something with plants in it, if this isn't available down the nuts, cheese and biscuits as these are full of protein.
- **AT THE CONFERENCE**
Avoid the bread during the breaks, it spikes your sugars and you will inevitably have brain fog 20 minutes after consuming it.
- **DON'T OVERDO THE COFFEE**
Not only will you miss awesome speakers running to the loo, your adrenals will be fried and it will lead to either the jitters or an insatiable need for a nanna nap.
- **STOP AT ONE DESSERT**
It is terribly tempting to sugar overload with so much networking and brain stimulus but if you want a treat, keep it at one.
- **GET SOME SLEEP**
8 hours to be precise. It is essential for all brain function, optimal communication and energy. Don't be tempted to stay up too late, especially if you are presenting. Your health starts the night before.



4. When you are in launch mode

GENERALLY US ENTREPRENEURS GO ONE WAY OR THE OTHER DURING LAUNCH PHASE.

One, forgetting entirely that we have a human body and that it needs fuel to survive, skipping most meals for the benefit of those extra minutes to stress about the colors of the landing page and what conversion we're looking for.

Two, the secret stash of chocolate is smashed, sneaking in with every 2nd keyboard stroke.

...And the wines to 'celebrate' even the smallest of milestones creeps in, until we find ourselves doing our 'best' work and copy with a glass in hand.

At the end of the launch, this usually leads to the routine 1 to 3 kilo extra, simply from stress and the flow on effects on metabolism.

WHAT TO DO ABOUT IT?

- Prior preparation prevents poor performance
- Prep your salad or roast veg at the beginning of the week as a fall back lunch. Get making those bliss balls to have there when you stand with the fridge door open wondering what is in there. Pay for someone or a company to cook for you- outsource it, why not? Its worth it.
- Schedule self care and celebrate milestones with self love experiences like massages, nails, acupuncture and holidays.
- Ensure a break between close of cart and beginning of course to allow for you to refill your cup before going full pelt into delivery mode.

5. Delivery mode

Delivering content often finds us up at odd hours of the morning and night serving international clients or finishing off content for classes just before serving them.

- **SNACKS**
Have small easily available snacks on hand for moments of need. Nuts, seeds, natural popcorn, protein balls, raw chocolate, fruit chopped up, veggie sticks and hommus.
- **BOUNDARIE'S**
Don't forget you have a responsibility to your body as well as your clients. Showing up as the best version of you means you need to draw lines in the sand from the outset. If you are not a morning person 6 am starts multiple times a week will fatigue you long-term and have you showing up at less than 100%. Too many late evening after 9:30pm will fry your adrenals and then you will find you are no use to anyone, when you have adrenal fatigue.
- **SCHEDULING MEAL TIMES**
Self care times, and breaks in between clients is a beneficial practice not only for you but those you serve.
- **GO OUTSIDE**
Sitting in front of your computer delivering content and conference or Skype calls, has you missing out on essential nutrients like Vitamin D and a funky mechanism called hormesis. Exposure to nature has a profound effect on our physical, mental and emotional wellbeing. 20 minutes a day is all it takes for 21 hours worth of benefit.



About the Author

Hi I'm Tammy. Pleased to e-meet you.

If you're into labels, I am a Naturopath, Nutritionist, Scientist, Mother, Author, Speaker, Entrepreneur and soon to be Helicopter Pilot.

I am a life long learner and love sharing all the knowledge I have in easy to understand ways to help other entrepreneurs get their message out to the world in the best way they can, without burnout.

I run a very full Natural Health Clinic in Newcastle Australia and have learnt from years of business and treating 1000's of busy women what it takes to keep showing up as the best version of yourself possible in body, mind and spirit.

IF YOU'D LIKE TO CONNECT FURTHER YOU CAN FIND ME ON

FACEBOOK www.facebook.com/tammyguesthealth

INSTAGRAM www.instagram.com/inspirationaltammy

LINKEDIN www.linkedin.com/profile/tammyguest

EMAIL hello@tammyguest.com

Or I hope I get to meet you one day, in person, on one of my many retreats around the globe.

I hope this has helped in some way and if it has, feel free to share it.

