

# 8.1 Personal Burnout Prevention Plan Worksheet

Burnout in SEO is real, fueled by constant change, pressure, and the "always-on" nature of digital work. Use this worksheet to proactively build your personal prevention plan. Be honest with yourself!

**(Review Regularly - e.g., Monthly or Quarterly)**

## 1. Understand Your Energy (Self-Assessment):

- What tasks/activities consistently **drain** your energy? (List 3-5)

- What tasks/activities consistently **boost** your energy or make you feel engaged? (List 3-5)

- Action:* How can you minimize drainers & maximize boosters this week/month?

## 2. Set Sustainable Boundaries:

- Time Boundaries:**

☐ Define clear start/end times for your workday:  to

☐ Schedule dedicated "Deep Work" blocks (notifications OFF):   
(e.g., 9-11 AM Tue / Thu)

☐ Create a "switch-off" ritual to end the workday:  (e.g.,  
Close tabs, plan tomorrow, walk)

- **Communication Boundaries:**

☐ Schedule specific times to check email/Slack (e.g., 10 AM, 1 PM, 4 PM) instead of constant monitoring? Y / N

☐ Set realistic response time expectations (for colleagues/clients):  
\_\_\_\_\_ (e.g., Within 4 business hours)

- **Scope/Task Boundaries:**

☐ Practice prioritizing tasks (e.g., Eisenhower Matrix: Urgent/Important): Y / N

☐ Identify one area where you tend to overcommit or experience scope creep: \_\_\_\_\_

☐ Prepare a polite phrase to push back or renegotiate deadlines/scope:  
\_\_\_\_\_ (e.g., "To do X well, I'd need to deprioritize Y, is that okay?")

### **3. Optimize Your Workflow:**

☐ Identify tasks you can batch together (e.g., reporting, keyword research, email): \_\_\_\_\_

☐ Identify tasks where a template or checklist could save time/mental energy: \_\_\_\_\_

☐ Delegate or automate tasks if possible (even small ones)? Y / N

### **4. Schedule Active Recovery & Well-being:**

☐ Block specific time in your calendar *this week* for non-work activities you enjoy: \_\_\_\_\_

☐ Practice mindfulness/stress reduction (e.g., 5-10 mins meditation via app like Balance/Calm, deep breathing): Y / N - *Schedule it?* \_\_\_\_\_

☐ Prioritize sleep (Target hours? Bedtime routine?): \_\_\_\_\_

☐ Incorporate physical activity: \_\_\_\_\_ (e.g., Walk during lunch, gym 3x/week)

### **5. Build Your Support System:**

☐ Identify peers/colleagues you can talk to about work challenges:  
\_\_\_\_\_

☐ Identify mentors or communities for support/advice: \_\_\_\_\_

☐ Schedule a check-in with someone from your support system this month? Y / N

**Key Takeaway:**

Burnout prevention is an ongoing *practice*, not a one-time fix.

Regularly review and adjust this plan based on what's working and what challenges arise.

Be kind to yourself!