

Dayla Arabella

MY ONE RESOLUTION THIS YEAR: KILL MY 24/7/365 BUSINESS MODEL

Call me, message me, FaceTime me, email me —anytime, anywhere, holidays too. I'm here, just for you.

Doesn't that sound so 2003? The problem is, this is me right now. The biggest gift the Millennials have given to Gen-Xrs like me, along with some headaches, is to show us it does not have to be that way. "Balance" — in life, love and work isn't a dirty word. It's not something to be embarrassed about pursuing or even demanding.

Six years since ago I started my own public relations and event consultancy and I love it. Out of the gate I had wonderful clients, most of which are still with me today. With hard work and a reputation for delivering results, I've added more. I consider myself fortunate to work with clients with a mission I believe in and with values that mirror my own. I never thought that would mean as much to me as it does. It does.

Not every solopreneur has this luxury, and believe me I don't take it for granted. That is why you work harder, you come up with ideas you know will expand your duties without a thought to additional compensation.

So what is the problem? Endless accessibility. That is always right at the top of the list when clients refer me to others. You get Dayla and she'll be there for you 24/7/365. You can contact any one of my clients and they'll tell you about our 1am calls, or email exchanges, phone calls and video chats after Sunday mass, and late night meetings over espressos still wearing a ball gown from the event I just left. But as everything else in life, the aforementioned comes with a price tag — and I was ultimately the one who paid it.

As my client list has grown, I've been forced to make real sacrifices in my personal life. My partner and I have suffered from too much time apart, either from traveling or holing up in my office on nights and weekends we were actually together, finishing projects until the wee hours. There were missed holidays, family gatherings, workouts and a great deal of missed sleep.

Then, I experienced what can only be described as the ultimate sign from the universe: I fell nearly 20 feet at an event site, and was incredibly lucky to have walked away with only (did I say *only*) two back fractures and some bumps and bruises. I was scheduled to leave two weeks later to Newport R.I. where I had 60 concerts happening over 17 days at the Newport Music Festival. Guess who was there back brace and all?

The real scare came later in the year. I got sick. I had bronchitis and pneumonia. I NEVER get sick, but I had noticed I was getting these little signs that I was just run down. As soon as I got that under control, I started losing my decade-long battle to keep my migraines at bay. This was it, time to change.

So that's the story, now here is my 2017 resolution. I am going to have office hours. Sounds sexy, I know. It's a challenge for me and a promise to my clients. By having shorter (dare I say a traditional) daily availability, you just have to work smarter. I'll no longer say I'll get to this after the 11 p.m. news. I

won't be a slave to my inbox. I'll focus on one task at a time, one client at a time. I'll expand and detail my daily, weekly and quarterly strategic plan and map out tasks with each of my clients, and we'll stick with it.

I will enlist that same determination and schedule my personal life too — to workout, to meditate, to read (boy do I miss reading anything that is not a trade journal or arts press release), to be with the love of my life and truly be present, and to spend more time with my friends and my parents who I am so blessed to still have in my life.

Sounds easy, doesn't it? I know it won't be and I also know the biggest challenge will be me, but I have a plan. I've been passionate about New Year's resolutions my whole life, I take months to put them together, I devise a plan and I get them done (you can read about my love of resolutions [here](#)).

I love New Years because it gives us all a reset button. It's a clean slate, ready to be embraced.

So here's to focus, here's to balance and here's to life!

Happy New Year everyone!

Dayla

P.S. As always I'll be reporting on my resolution progress quarterly, so stay tuned for a March 15 update. And if you are interested in sharing your resolution plans, I want to hear about them. Then you can join me on March 15 for a progress party. You can reach me at Dayla@DaylaArabella.com