

### Doing Work You Love

Consider yourself a content creator, not a marketer: work on content you love, go multimedia.

Remember, you need to love the work you do on a daily basis as well as being passionate about the outcome.



## DIGITAL MARKETING LIFESTYLE

### Work/Life Balance

Use 'lifestyle design'. Identify the lifestyle you want and work to support that lifestyle. Don't do more than you need to.

Outsource and automate work that you don't want to do. Find service providers and VAS services.

Create strict times and places to work.

### Networking and Loneliness

Go to networking events. Work in shared colab spaces.

Work in coffee shops/get out of the house.

Use tools like Slack and Asana for remote collaboration.

### Health

Use meditation to instill discipline and to avoid working over.

Exercise to improve productivity and avoid health issues.

Create a conducive working environment in a home office.