



# Examples of Wellbeing and Environmental Copywriting

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Most of my wellbeing content writing stems from personal passion. As a self-employed person, working from home, I've found it very important to eat well, exercise and generally take time for self care. In many ways, this space is still forming and growing and I very much enjoy being an influencer in this most worthy space, which seeks to protect mental health in busy modern day life and remind of what is really important.

## 5 Tips For Wellbeing When You Work From Home

My 5 top tips for wellbeing when you work from home, are mostly general health and happiness advice. So why is it necessary?

Well, because we forget how to look after ourselves so often under the pressures of everyday life. And the awful thing is, all these things should be what makes up our daily life. But no, most of us 'work from home' lucky lot live in a world of emails, skype, coffee, screens, canned soup and cabin fever. It's not how we're supposed to live.

Nevertheless, there are many advantages. I get more time with my daughter, for instance. My home may be slightly tidier. We are reducing our carbon footprint and travel costs. However, it can be isolating. All that time spent staring at screens, no matter how necessary, can leave us feeling flat and even ill.

I'm no expert, but I listen to the experts and I work from home myself. So some of this is what I do and some of it is what I (and you) should do for wellbeing when you work from home.

## 1. Eat Well



You no longer have to grab pre-packed food from the local Tesco's and eat at your office desk! When you work from home you don't only save money (usually), but you also have the opportunity to eat well. By this, I mean healthy fresh food. Our food is our fuel and when you are staring at your screen all day, your brain is going to need the best fuel. I find nuts particularly energy-boosting, as well as greens. So protein-filled salads are a go-to for me. I also love Ramen, because it is so easy to make, full of immune system boosters like garlic and ginger. Plus, it feels like a warm hug! Try to keep in mind that what you eat during the day will affect your productivity. Learn more about foods for focus at <https://alifeofproductivity.com/9-brain-foods-that-will-boost-your-ability-to-focus/>

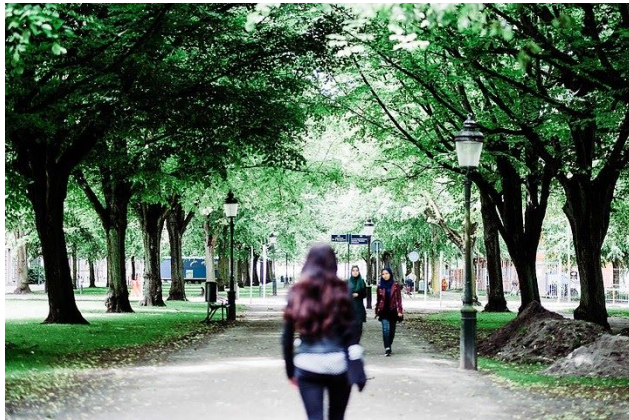
## 2. Stay Hydrated



It sounds obvious, but without the regular walks to the office water cooler, I forget to drink water. I realise only when I start to get a headache or find myself yawning. That's because we get dehydrated and it is terrible for our energy levels. If you, like me, only like ice-cold water, then keep tap water in a metal reusable bottle in the fridge. Try to drink at least that each day. Coffee is both my saviour and my nemesis. I love it but too much and I get the shakes! I've found two coffees per day is my sweet spot. Ideally, we'd have no caffeine but if you're a coffee lover then it's touch. I try to swap out one cup of coffee a day for a herbal tea.

**3. Get Some Fresh Air** We're so lucky to work from home and be away from air conditioned offices. Yet, when we're there all day our homes can begin to feel a bit suffocating too.

Remember when your parents told you to get out and get some fresh air? Well, they might not have known why it's good for you, but here's the difference. Indoors we're mostly getting stale air. That's less oxygen than our body requires to run at full function. This can quickly lead to fatigue and dullness of mind. Not good if you need to focus!



Of course many, like myself, work from home so we're free to pick up the kids after school. Or because we're looking after somebody else. So we may well have restricted time in which to work. Meaning going for a walk doesn't seem productive.

Yet, keeping ourselves healthy generally keeps us productive. So getting 20 minutes outdoor time may not only keep you well, but also take your mindset from weary to wonderful!

**4. See People** It can get pretty lonely working by yourself so make the most of your opportunities to see people. If you need to pop to the shops, have a chat with the checkout staff. Smile at people you pass in the street. These small acts release endorphins, which lower stress levels and increase happiness.

#### **5. Surround yourself with things that make you happy**

Make your workspace a place of joy. Whether you choose to surround yourself with inspirational quotes or play death metal. A major advantage to working from home is you don't have to be considerate to others around you. Whatever works for you and keeps you going is what you should do. My essentials include plants (scientifically proven to make us happier), a gutsy Emily Dickinson poem and my 'What Would Dolly Do' Dolly Parton poster.



With the rising necessity of home-working I have been keen to share advice and tips for working effectively from home. These articles have attracted most interest from social media sharing.

# How To Have Productive Mornings

## Getting off to the right start working from home

Most people who work for themselves will tell you that motivation is the biggest challenge. Especially when you're working from home and especially in the morning. There are so many distractions and for those who aren't natural morning people, it can be awfully tempting to start the day later on. True, it's easier when you're busy because you have deadlines to meet and you're seeing the fruits of your labour coming into your bank account, but few businesses start off this way. When you're the start of your journey and working from home, it can be difficult to treat each day as a regular working day, but routine is essential. In fact, some of the most successful people in the world stick rigidly to a tight routine every morning and swear by it. So here are some of the practises that work for me and/or my other self employed friends.

### **15 minutes 'me time'**

You may be one of the lucky ones who spring out of bed feeling fabulous and ready to go, in which case you might not need to add this practice to your routine. However, if you're like me you are somewhat delicate in the morning then you'll need to be kind to yourself. Also, I've found it's no good for me starting my work with a voice in my head saying 'you need to make a coffee in a minute', 'when are you going to do your exercise today?' Although these may not be work tasks, they help facilitate my ability to focus and so those voices only join the work to-do list.



Therefore, rather than allow myself to be interrupted (by myself) during work, I enjoy up to 20 minutes 'me time' in the morning, still in my PJs before I go to my desk. For me, this comprises of a cup of hot water and lemon and a few minutes of energising yoga stretches to wake up my body. Whatever works for you to get your mind and body awake will really help you start your working day well. Just be conscious of the time you spend and how you spend it because doing things you enjoy doing, is not the same as taking care of your wellbeing.

### **Dress For Work**

If I had to name one thing people always say when they start working from home, it would be 'it's so great not having to get dressed in the mornings.' Ironically, this is one of the worst traps to fall into. We all remember our schools telling us why uniforms were enforced. One of the



many reasons was that it puts you in the right state of mind to learn. Likewise, our work clothes put us in the right state of mind to work. There is something psychological with clothes that connects certain clothing with certain activities and as tempting as it is to stay in them all day, we associate pajamas with sleeping, not active time. The last thing you want to do also, is risk disturbing your sleep routine because you have reconditioned your mind to believe sleepwear is now workwear.



If you are in the health and fitness industry then you'll probably be most motivated in activewear. Ask yourself, if you were meeting clients, how would they expect you to be dressed. For instance, I wear half of what I might if I were in an office. So I'll pair a shirt or blouse with jeans or leggings. Feeling comfortable whilst semi-smart empowers me to go about my business day with a higher level of self-belief and purpose. When your motivation is fueled by your end goals, you have to picture yourself achieving them to keep yourself going.

If you're not wearing boxers or a dressing gown in your daydream of accepting your Businessperson of the Year award, or delivering your TED talk, then it's probably not helping you to wear them at your desk.

### **Music Good. TV Bad.**

Just no. Sorry. But no. No, not even the news. No, you can't turn it on for just one thing because it will never get turned off. What? You work just as well with the TV on in the background? No -



You - Don't!

By all means turn on the radio, perhaps a podcast which isn't too intrusive. I love to listen to music. Fast upbeat music really energises me and folk or instrumental music can really help when I'm writing. Some people prefer total silence.

The only thing I swear never works for anyone is having the television on whilst you work.



### **Limit Social Media. Boast Creativity.**

With online marketing as my main job, reducing screen time is an almost impossible feat. Yet, even for those whose businesses are more labour based it can be difficult to limit screen time. Especially with marketers like me advising to post regularly on social media, keep on top of your online presence and keep up with your industry news.



However, what we do by restricting time is to reduce it down to what is really useful. I can't tell

you how often I go onto Instagram to post something quickly and half an hour later I'm still scrolling and haven't added anything to my feed. It's the social media black hole and yes, it is important to scroll a little to engage with others and keep up with the trends. Yet, to keep it productive give yourself a time limit. I always recommend reading your news and posting on social media in the mornings (afternoons too in some cases), but give yourself 20 minutes and don't allow yourself to exceed it. Then get back to you, because productivity is a two-part process. You have to effectively engage with the outside world, but you also need to be able to tap into your own creative space so that what you produce is true to you and your business.

### **Lots of Natural Light**

Nothing wakes you up like sunshine. I know, it's England, it's not always in supply. Still, one of the things I love most about not being in an office is not having to be under artificial strip lighting which gives me headaches. Air Conditioning also carries around stale air and seems to have only two settings - off or Antarctica. Working by the window or opening the french doors is the best way to begin our workday, even if the weather isn't great - it's still fresh.



#workfromhome #productivemornings #mondaymotivation #morningmotivation  
#selfempolyedinspiration #wellbeing

As a keen environmentalist, I am very proud of the marketing work I have been a part of within conservation community projects. Below is a simple article I wrote for a South Downs Conservation Society to help attract traffic to their website. I was also responsible for the SEO of their site which resulted in a large increase of orders and volunteer applications. My rates for any work which seeks to protect our environment are negotiable.

## Why Is Conservation Important?

There are many wonderful things about the modern world - improved travel, technology, medicines and, of course, Netflix. Yet, the growth of the human race and our need to build and expand has had many negative effects on the natural landscape. Not least it's wildlife. But why does it matter? Here we explore some of the reasons it is essential to protect our wild spaces.



### Health and Happiness

Due to medicine appearing to be something that develops in a laboratory, it is easy to forget that many essential ingredients in our medicines come from the natural world.

Beyond which, just being in natural spaces has proved highly productive for well being. Children have been found to be more creative when playing in green spaces. Being in nature has also been highlighted as possible therapy for anxiety and other stresses. In fact, soil contains microbes which are believed to have antidepressant qualities.

Former generations may not have just wanted some peace and quiet when they herded children out of the house to get some 'fresh air', but actually this has merit. Properly circulated air that we inhale outside is far better for our bodies than the stale oxygen we get indoors.

So having wide and wild spaces in which to roam really does make us both happier and healthier.

## Education

Our natural world is divine! The way in which nature finds a way to survive and thrive is both fascinating and inspirational. It's important for us to understand the diverse ways in which nature grows and repopulates itself.

Children learn the path of the butterfly, the tadpole's transformation and of photosynthesis early on. Why? Perhaps because it is one of the most interesting and marvelous realities of our world and it helps us to understand life cycles in which we are a part.



No matter what we forget about 'proper nouns', 'trigonometry' and 'PH scales', there is a reason we all remember the basics of biology. It's because it surrounds us, affects us and reminds us that we are part of an incredible world. It wouldn't be the same if we couldn't see it anymore.

## **Biodiversity**

Nature actually does incredibly well, left to itself. Somehow, the world is designed to balance itself out and our interference has only proved to negatively affect ecosystems. Except of course when we seek to repair the damage we have done, such as reintroducing the wolves back to Yellowstone Park. Many of the wild flowers that make our natural wild spaces so beautiful and life supporting, we know as weeds. Yet even the most invasive plants find a way of balancing themselves out and sharing the space with other plants and species. Including us.

#wildlife #conservation #biodiversity #naturalwellbeing