PIECE BY PIECE
MARKETING SOLUTIONS

THE BURNOUT CHECK-IN

A GUT-HONEST SELF-ASSESSMENT FOR BUSINESS OWNERS

Because burnout doesn't announce itself.
And you deserve to know where you actually are.

HOLLY MEAGHER
PIECE BY PIECE MARKETING SOLUTIONS

TABLE OF CONTENTS

Empathy and Reframe	3
How to Use This Guide	4
Profile 1: Still in the Green	5
Profile 2: Running on Fumes	7
Profile 3: Running on Empty	9
A Note From Holly	11

YOU DIDN'T COME HERE BECAUSE EVERYTHING IS FINE

Most people don't take a burnout assessment because things are going great. You're here because something has been quietly off. Maybe for a while. Maybe longer than you'd like to admit. And some part of you decided today was the day to actually look at it honestly instead of pushing through and hoping it sorts itself out.

That took something. And it matters.

Here's what I want you to know before you read your result: burnout isn't a character flaw. It's not what happens to people who can't handle things. It's what happens when capable, driven women pour everything into their businesses, their families, and everyone around them, and leave nothing for themselves. Over and over and over again.

The kind of tired you might be carrying right now isn't lazy tired. It's not sick tired. It's the deep, bone-level exhaustion that builds when you've been wearing too many hats for too long with no real break, no real help, and no real end in sight. And because you're capable and driven and responsible, you probably got really good at functioning through it. Which made it really easy for it to keep building without anyone noticing, including you.

Your result isn't a verdict. It's just information.

And information is exactly where things start to change. 🧩

HOW TO USE THIS GUIDE

Here's how to get the most out of what you're about to read.

Find your profile first. Sit with it. Let it land before you move on. Then, when you're ready, read the other two. People find it useful to see the full picture, whether it helps them recognize where they've been or understand where they might be headed if nothing shifts.

Here's a quick look at all three so you can find yours:



Still in the Green:
Managing well, but worth paying attention to what's quietly building



Running on Fumes:
Functioning but running a deficit that's getting harder to ignore



Running on Empty:
The tank is empty and something real needs to change

No matter which one you land in, you're going to walk away with a real-life description of what that experience looks and feels like, the root cause underneath it (not just the symptoms), and three specific next steps built for exactly where you are right now.

Let's get into it. 🧩

PROFILE 1:

STILL IN THE GREEN

You're Doing Okay. And That's Worth Protecting.

If this is your result, here's what that actually looks like in real life: you're managing. Most days feel functional. You can get through your to-do list, show up for your clients, and still have something left over at the end of the day. Things aren't perfect, but they're okay, and okay feels pretty good compared to what a lot of people are dealing with.

But you took this assessment for a reason. And some of what you rated is worth paying attention to before it quietly grows into something harder to ignore.

WHY THIS HAPPENS

You're proactive and capable, which means you're also really good at pushing through the early warning signs. You notice something feels a little off and you keep going anyway because you can, and because everything still basically works. The risk for you isn't crisis. It's drift. Small things accumulate slowly and invisibly until one day the buffer is just... gone. And by then it's a lot harder to course-correct than it would have been earlier.

The fact that you're here, paying attention before things get heavy, is genuinely a big deal. Most people wait until they're running on empty before they look up.

3 THINGS TO DO RIGHT NOW

1

Audit one area of your business that's quietly draining you.

Not the obvious stuff. The thing that's been on the edges of your awareness, the task or commitment or role that takes more than it gives and you've been tolerating because it's not bad enough to address yet.

First step today: Write it down. Just naming it is the beginning of deciding what to do about it.

2

Build one non-negotiable into your week that has nothing to do with work or anyone else's needs.

One thing. Scheduled like a client appointment, protected like a client appointment, and treated with the same level of seriousness.

First step today: Look at your calendar right now and find the slot. Put it in before you close this guide.

3

Start paying attention to when you feel most depleted and look for the pattern.

What's consistently taking more than it gives? Where does your energy actually go? You don't have to fix it today. You just have to start noticing.

First step today: At the end of today, ask yourself: what cost me the most energy? Write it down. Do it for a week. The pattern will show itself.

PROFILE 2:
RUNNING ON FUMES

You're Still Showing Up. But It's Costing You More Than It Should.

If this is your result, here's what that actually looks like in real life: you're functional. You're still delivering for your clients, showing up for your family, keeping all the plates spinning. From the outside, things probably look pretty together. But from the inside, it's taking everything you have. The margin you used to have is gone. You're running on willpower and caffeine and a quiet hope that things will slow down soon, and they keep not slowing down.

You've probably known something was off for a while. You just haven't had the time or the energy to deal with it, which is a little bit of a cruel irony.

WHY THIS HAPPENS

You've been in reactive mode long enough that it started to feel normal. The problem isn't any one big thing. It's the accumulation of too many things with no real release valve and no real recovery time built in. Every hat you're wearing costs something, and when there are too many of them, the cost never fully gets replenished.

Marketing is often one of the heaviest pieces in this mix, because it's the one that never feels done. There's always more content to create, more leads to generate, more strategy to figure out. And when you're already depleted, that open-ended weight is especially hard to carry.

3 THINGS TO DO RIGHT NOW

1

Identify the one thing you could stop, delegate, or simplify this week.

Just one. Not a full audit, not a systems overhaul. One thing that's on your plate right now that doesn't have to be on your plate, or doesn't have to be done the way you're doing it.

First step today: Look at your task list and find the item that makes you feel the most resentful when you see it. That one's telling you something.

2

Give yourself permission to do less, better.

You've been trying to do more with less for a while now. Quality over quantity applies to energy too. Fewer things done well will always serve you and your business better than everything done barely.

First step today: Pick one commitment this week that you can scale back, simplify, or do at 80% instead of 110%. Just one.

3

Name the thing you've been putting off asking for help with.

There's something. There's almost always something. The task, the system, the area of your business that you know would be better with support but you've been telling yourself you'll figure it out.

First step today: Say it out loud or write it down. "I need help with _____." That's the whole step. Just name it.

PROFILE 3:

RUNNING ON EMPTY

You've Been Carrying Too Much for Too Long. Something Needs to Change.

If this is your result, here's what that actually looks like in real life: you're exhausted in a way that a good night of sleep doesn't fix. You've been showing up for everyone and everything, your clients, your family, your business, and somewhere along the way you stopped showing up for yourself. Not because you didn't want to. Because there was nothing left.

You're not failing. You're not weak. You've been running on empty for so long that it started to feel like the only way, and you kept going because that's what you do. That's what capable, driven, responsible women do. They keep going.

But something needs to change. And you already know that. That's why you're here.

WHY THIS HAPPENS

This isn't a time management problem. It's not a productivity problem. It's not something a better morning routine is going to fix. This is what happens when a woman has been giving from a well that never gets refilled, over and over, for a long time, without enough rest, support, or space to just be a person who isn't responsible for everything.

The business has been consuming more than it's been supporting. And the marketing piece specifically, the endless content, the inconsistent leads, the feeling that you should always be doing more, has been one of the heaviest weights in the pile. When marketing feels like chaos, everything feels like chaos.

3 THINGS TO DO RIGHT NOW

1

Stop trying to solve all of it right now.

You don't need a 10-step plan today. You need one conversation with someone you trust, whether that's a friend, a partner, a therapist, or someone who can help you lighten the load in your business. Not to fix everything. Just to stop carrying it alone for a minute.

First step today: Text or message one person and tell them you've been struggling. That's it. You don't have to have the whole conversation today. Just reach out.

2

Identify one thing you can completely stop doing this week.

Not delegate. Not simplify. Stop. There is something on your plate right now that you have been doing out of habit or guilt or obligation, and it doesn't have to be there. Give yourself full permission to let it go.

First step today: Write down the thing. Then write: "I have permission to stop doing this." Read it back to yourself.

3

Rest without earning it.

Block two hours this week with nothing productive on the agenda. No tasks, no catching up, no being useful to anyone. Just rest. And when the guilt shows up, and it will, remind yourself that you cannot pour from an empty cup, and right now your cup needs filling.

First step today: Open your calendar right now and block the time. Label it whatever you need to label it so nobody schedules over it. Then protect it like your business depends on it, because honestly, it kind of does.

A NOTE FROM HOLLY

Hey, I just want to say something before you close this out.

It takes a lot of honesty to look at where you actually are instead of where you wish you were. Most people don't do it. They stay in the push-through-and-hope-it-gets-better cycle until something forces them to stop(I'm speaking from personal experience here). The fact that you took this assessment and read your result all the way through tells me something about you, and it's good.

Here's something I've noticed in the work I do with small business owners: burnout and marketing overwhelm are almost always tangled together. The marketing hat is one of the heaviest ones, because it's the one that touches everything, your leads, your revenue, your visibility, your sense of whether the business is actually working. When that piece feels like chaos, it bleeds into everything else.

That's the hat I take off your head and put on mine. 🧩

I'm not here to fix you. You don't need fixing. But if part of what's weighing you down is the marketing piece, and you're finally at the point where you're ready to stop carrying it alone, that's exactly what I do.

And even if you're not there yet, I genuinely want to hear how you're doing.

Reply and tell me what your result was, and honestly, did anything in this assessment surprise you? I read every single response and I'm not here to pitch you. I'm just here to listen. 💜

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