

# DIGITAL FATIGUE

Navigating the murky world of digital media without experiencing the fatigue that can come with it...

With an already increased need for business owners to be honing their online presences pre-COVID, a lockdown that prompted our collective screen time to sky-rocket, has led many to experience the relatively new issue of Digital Fatigue.

Much more common than you think and manifesting as both physical (anything from sore eyes and headaches to bad backs, twingy necks & poor skin health) and mental symptoms including overwhelm, anxiety, creative paralysis and imposter syndrome, Believe me, I know exactly how debilitating Digital Fatigue can be.

Checking email inboxes every 10 minutes, getting sucked into Insta DMs day and night, notifications pinging almost constantly with customer queries and the infamous Pinterest black hole are but few of the things that can contribute to an inability to switch off from our digital presence.

Lessening the physical effects can be as simple as being mindful of your screen time, getting outdoors, gentle exercise and taking intentional breaks more often, having a massage to sort out wonky necks or physio to fix bad posture and there are even blue light glasses now that help lower the damaging effect of the light that electrical devices emit on your eyes.

The psychological symptoms of Digital Fatigue can be much more difficult to shift. One thing that both me and my clients have found helps us is having strict boundaries around the use of digital and social media:

- CONSUME LESS, CREATE MORE - go as far as unfollowing or muting accounts that encourage you to compare your content to theirs. Trust that you know your business better than anyone else. Stay current with the issues your ideal customer has and be clear on how you can solve them and create the content you want to, not the content you think you should be...
- SET TIME ASIDE - to be social & engage with your own audience and your ideal clients. Make sure that time suits you.
- UNSUBSCRIBE - how many emails drop into your inbox daily that you have never actually read - get rid of them.
- UNFOLLOW - Curate your own feel-good feed so that every piece of content you consume adds value to your world rather than creating "comparison-itis", dread, overwhelm or lack of self-confidence.

- NOTIFICATIONS ARE THE DEVIL'S WORK - turn them off. Check your platforms when you think about them rather than when someone else dictates they want you to.
- DELETE THE APPS - take time out completely - I delete mine over the weekend so I am totally present for my family and am not tempted to mindlessly scroll.
- OWN YOUR DIGITAL PRESENCE - if you don't want to post on social media every day, don't. You don't need to - I promise.

The first thing to look at are your CONTENT PILLARS. These are 1-4 themes that all of your individual pieces of content fit in to. Keeping them simple and relevant to your service or product suite will help to ensure your audience know that the content you create is going to be both valuable and relevant to them.

It also makes planning SO much easier. There are so many things we could put out on social media to increase our brand awareness that it can often feel like too big a job meaning we freeze and don't create anything instead. By sticking to your pillars you ensure you stay measured and intentional with your content and that is the aim of the whole game!

InkPot & Press Content Pillars			
Copywriting	Digital Media	Freelance Life	Wellness

HERO PLATFORMS come next - these should be the places your ideal clients/customers already consume content and it's important that you feel confident there too. They may not be the platforms you want to be on but avoiding shiny object syndrome here is very important. If you are focussing your efforts on a platform your ideal audience don't use the frustration it can cause through wasted time can be really damaging. I know a lot of people look at Instagram and want to create for there but not everyone uses or consumes on Insta - no point showing up where your clients aren't - you should be working to find and engage with them not shouting into thin air in the hope they find you.

InkPot & Press Hero Platforms		
Instagram & Facebook (content is very similar)	E-Newsletters	Pinterest - Big focus in 2021

Once you know what platforms will serve your content, business and audience best it's important to clarify the purpose of your individual pieces of content.

All content should do at least one of these:

INFORM, EDUCATE, ATTRACT, CONNECT, NURTURE OR CONVERT.

Do you want to ATTRACT a new audience with your post? Are you looking to NURTURE your current audience towards a CONVERSION to sale? What about strengthening the CONNECTION you have with your ideal clients? Are you looking to add value by EDUCATING people? Or do you want to INFORM people about how they can work with you?

You should be doing all of the above, often and this happens very naturally when you lift the fog, become clear on YOUR offering and how you would like to tell people about it and WHO you would like to tell.

INKPOT CONTENT - W/c 14 <sup>th</sup> Dec							
	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Daily Intention</b>	Spend less than 1 hr on my phone	Walk 5km with the dog and Bowie	Ride both horses	Go to Bauble Barn with children to pick decorations	Take afternoon off	Be present	Be present
<b>Purpose of content</b>	<b>To promote my 1:1 Guided Copywriting Course</b>						
<b>Theme</b>	The Importance of Copywriting						
<b>Idea</b>	Struggling to make a sale? There could be a very surprising reason for that...						
<b>Pillar</b>	Copywriting						
<b>Platform</b>	Instagram						
	Email						
<b>Purpose</b>	To educate & nurture current audience						
<b>Format</b>	Carousel						

Once you are clear on who, where, what and how planning & creating a digital presence that works hard for you without overwhelming or draining everything you've got just takes an extra sprinkling of your own personality, and a whole heap of intentional time use.

Another VERY important weapon in the arsenal against digital fatigue is copy. The words we use on our websites, social media, email newsletters, blogs and even our podcast and vlog show notes are incredibly powerful when it comes to fighting digital fatigue.

If your copy is tight, concise & directed at your ideal client and recognising and offering solutions to their pain points it will take them from prospective to actual client all by itself, saving you heaps of actual time on pointless discovery calls with people who will never buy, it can negate the need to create tonnes of digital content or send weekly emails to your list.

If the thought of sitting down to write words for your business fills you with dread, as a professional copywriter and copywriting coach I am here to tell you that I bet you can do it better than us pros. NOONE knows your business or can capture your personality better than you.

By viewing your digital media content and copy creation as a process just like any other business task like accounts or purchasing and allocating set times in the day or week to complete it you can eliminate the dreaded over thinking, the inevitable comparison trap that you can end up in post mindless scroll and the digital fatigue that follows.

Here's a little task for you - because I believe so fully in the power of words rather than spending 15 minutes mindlessly scrolling next time a notification goes off - why not head to your website and give your homepage copy a bit of an edit, or jot some ideas down for next week's social media content.

Afterall your digital presence should be the hardest working member of your team - not the most stress inducing!

Working together

I work on a collaborative basis with people to arm them with the tools they need to create copy that converts, without the ick, for their own business. I can help you understand the principles behind copywriting and how to apply them to ALL the copy you write for your business now and in the future...

I only have two 1:1 slots available to begin in January - head to my insta (@inkpotandpress) to book a quick chat to see if it could be a good fit for you!

*Em x*

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