INTERNET MARKETING LIFESTYLE
UNLEASHED

The Ultimate Guide to Looking After Your Mental and Physical Health as an Internet Marketer

Being an internet marketer is an amazing job in many different ways. This is a type of work that allows you to work from home, to be your own boss and to enjoy the incredible sense of accomplishment that comes from making money through a business that you own and created. You can work from anywhere, explore the world and potentially make a *lot* of money without having to work all that many hours.

But while all this is true, there are also a number of pitfalls and challenges associated with working for yourself.

One of these is the simple fact that you might end up with a little *too* much freedom. You may find yourself struggling with the discipline required to make sure you go to bed on time every day, or wake up on time to get the maximum work done each morning! Likewise, you might find yourself struggling with the urge to procrastinate or the soul destroying feeling you can get from doing the same work day in and day out.

And then there's the health side of it – the mental and physical health implications of working from home and facing the kind of stress that comes from running your own business and having clients demanding your time and effort at all times of day.

In this guide, we're going to take a brief look at some of the health challenges associated with internet marketing, as well as some of the psychological stresses that you'll face. Ultimately, we'll see how you can manage your work life balance and protect your health, so that you can enjoy feeling fitter, healthier and happier than ever before – all while getting more work done!

What Sitting is Doing to Your Body

Perhaps the most obvious challenge that internet marketers face, is that of having to work sitting down for *long* stretches. Sitting is actually terrible for your body for a number of different reasons.

For starters, sitting means that you are completely static and that in turn means that your heart is going to be doing zero work. Over long durations, this can lead to atrophy and weaken your cardiovascular health. This is also combined with the fact that sitting will likely cause you to gain weight, and it will mean that you rarely use your body's 'energy systems' in order to use glucose or improve the health of your mitochondria.

Thus heart attacks and strokes become more likely, so too does obesity, dementia and diabetes. And in short, studies suggest that sitting for a more than five hours in a day can take minutes off of your life *every time*.

Then there are the ways that sitting makes you less healthy in the short term. You can expect to find you become out breath more quickly sure, but more concerning is how it affects your mobility, your posture and your likelihood of developing numerous injuries.

When you sit for long periods of time, it causes your hip flexors (quadriceps etc.) to shorten and your hip extensors (hamstrings) to lengthen and become weaker. This can place uneven pressure on your hips, resulting in something called an 'anterior pelvic tilt' whereby you get a squat posture with your buttocks sticking out. Not only is it unattractive (often called 'Donald Duck Butt'), but it also makes you shorter *and* causes back problems and knee problems.

Then there's kyphosis, which is the appearance of hunched, rounded shoulders, caused by constantly reaching forward to use the computer and craning your head down to the laptop.

Now combine all this with the stress that comes from running your own business and the lack of routine that you might be experiencing too. If you are getting up late in the day to start work, then spending the following five hours sitting like this, then you might well be wrecking your health!

So, what can you do?

Moving More, Fixing Your Posture and Working Better

Getting regular exercise *will* help to improve some of these negative effects. Studies show that although you can't completely reverse the issues that sitting for long periods causes, you can nevertheless at least improve your overall health just a little by moving more regularly.

Being self-employed and working online means that you have the freedom to go to the gym in the morning when no one else is around. I also highly recommend going for walks on your lunch break – if you need to make any calls, this is a perfect time to do that.

Another tip is to consider investing in some extra gadgets to help you out. One such gadget is a standing desk. This will elevate your computer while you work, allowing you to work in an upright position instead of sitting down. This will make it tough to focus as well as you do when sitting but you can get around that issue by focussing on work that you can do with a little less concentration – for instance, you could use this time to answer your morning emails.

Likewise, you should also look into investing in a cushion for your chair that will provide lumbar support and also take the pressure off your coccyx, which can otherwise cause pain as well as various health problems. You could alternatively look into sitting on a medicine ball, which will have the added benefit of training your core as you're working.