



CHRIS DUCKER

The Business Burnout Reset

*The Simple Guide to Rebuilding Your
Business for Peace, Profit and Purpose*

Hey there, I'm Chris.

Not that long ago, I was running a “successful” business from the outside — but on the inside, I was running on fumes. I’d built something that looked great on paper, but behind the scenes, I was stuck in a cycle of overwork, obligation, and never quite feeling like I’d done enough.

The business I created to give me freedom had *quietly become the biggest source of pressure in my life.*

Eventually, burnout hit hard. And I had to face the truth: something had to change. I didn’t want to burn it all down, but I knew I couldn’t keep going the way I was. So I pressed pause, took a hard look at what I’d been tolerating, and started rebuilding from the inside out — this time, with peace, profit, and purpose at the core.

Today, I run my business in a completely different way. One that protects my energy, honors my values, and still makes a strong impact without the personal cost. And now, I help other midlife entrepreneurs do the same!

This guide is the reset I wish I’d had back then.

It will walk you through three powerful shifts that helped me and now help others rebuild a business that works for you, not against you.

You don’t need to start over.

You just need to *review, reset and realign.*

Let's begin!



01 Clear the Clutter & Reclaim Your Energy

Stop leaking energy into what no longer serves you.

Burnout doesn't always come from doing too much. It often comes from doing too much of the wrong things for too long. Burnout also often hides in "almost good" things. Just because something works on paper doesn't mean it's working for you. This step is about getting radically honest about what's draining you so you can begin to reclaim your time, energy, and motivation.

Ask yourself:

- Where am I spending energy that doesn't give anything back?
- What am I tolerating because I "should" or "always have"?
- Who or what no longer fits in the version of business I want to lead?

Categories to review:

- Offers that leave you depleted (even if they're profitable)
- Clients who push your boundaries, ghost on payments, or cause unnecessary stress
- Projects that used to excite you but now feel like dead weight
- Habits or routines that chew up time but don't move the needle
- Invisible responsibilities — emotional labor, over-delivering, unspoken obligations

KEY ACTION PROMPT

Circle one thing from your list that you can eliminate, delegate, or redesign this week. Then take action. It doesn't need to be big. Tiny shifts lead to major change over time.



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02 Cut the Complexity & *Simplify* to Stabilize

Strip things back to create space for what truly matters.

As your business matures, it can become bloated with offers, tools, team, and tasks that once made sense... but now just create noise. Simplicity doesn't mean playing small. It means becoming selective. This is the antidote to chaos. It's how you create breathing room, mental clarity, and margin for creativity. Every "yes" is a "no" to something else. Choose wisely.

Ask yourself:

- What parts of my business feel the most easeful and energizing right now?
- What am I doing out of guilt, fear, or outdated obligation?
- If I had to cut 30% of my to-dos this month — what would go first?

Areas to simplify:

- Offers: Are you selling *too* much? What's highest ROI and easiest to deliver?
- Team: Are roles clearly defined? Is your team aligned with your values and vision?
- Marketing: Do you really need to be on 5 platforms? Could you go deeper in fewer places where your audience actually spends time?
- Schedule: Where can you set firmer boundaries?

KEY ACTION PROMPT

Pick one area of your business to simplify this week. Start with a low-stakes change that immediately lightens your load. (Ex: removing a meeting, saying no to a collaboration, turning off a marketing channel.)



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03 *Align Your Business with Your Life*

Redesign your business to support your life — not compete with it.

You didn't build your business to burn out. You built it to live well, lead wisely, and make a lasting impact.

Rebuilding doesn't mean starting over. It means starting smarter.

Ask yourself:

- What would my week look like if it was built around my energy, my priorities, and my lifestyle?
- What roles do I love and want to stay in? What roles am I ready to evolve or hand off?
- How can I make rest and recovery as non-negotiable as revenue?

3-Part Cadence for a Sustainable Business Rhythm:

- Deep Work – Time for strategy, content creation, product development, CEO thinking. Protect this fiercely.
- Connection – Time for meaningful conversations with clients, team, or community. Choose quality over quantity.
- Recovery – Time off. Rest, hobbies, family, movement, nature. You deserve this.

KEY ACTION PROMPT

Sketch out your ideal week. Create a visual layout of how you want your time to flow even if you're not there yet. This becomes your North Star as you make changes.



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The Business Burnout Reset Checklist

ENERGY AUDIT

- ☐ List out 3 things in your business that are currently draining you
- ☐ Circle one you can eliminate, delegate, or change this week
- ☐ Set a boundary with a client, task, or time block
- ☐ Stop doing something you're only doing out of guilt or obligation

SIMPLIFY & STREAMLINE

- ☐ Identify your most profitable and easeful offer
- ☐ Cut or consolidate one product, service, or system
- ☐ Unsubscribe from unnecessary tools, platforms, or subscriptions
- ☐ Say "no" to one opportunity that doesn't align with your focus

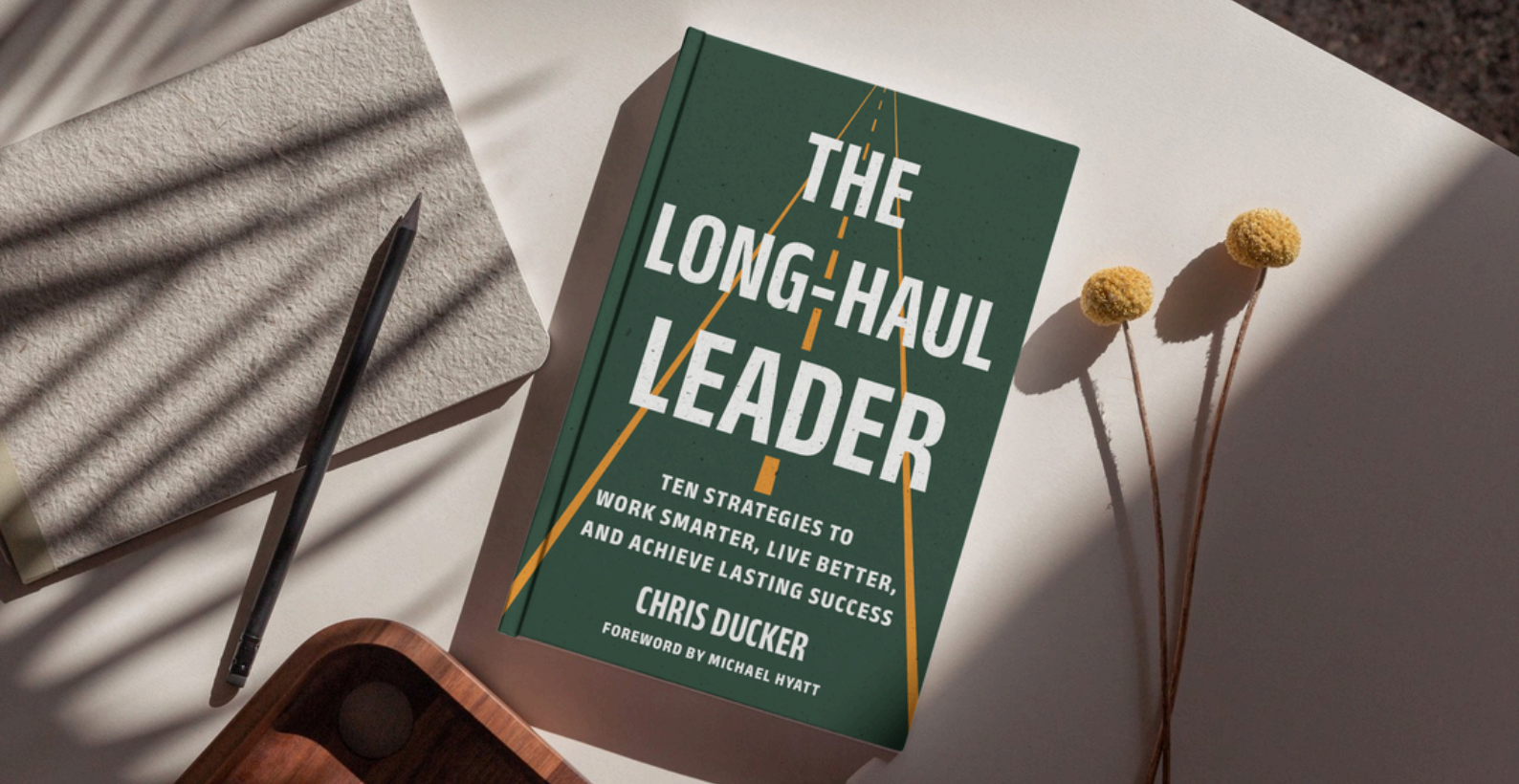
REDESIGN YOUR RHYTHM

- ☐ Block 2-3 hours this week for "Deep Work"
- ☐ Schedule 1 hour for intentional rest or recovery
- ☐ Create your ideal weekly schedule (even a rough version)
- ☐ Protect one day or half-day per week for YOU (no client work)

MINDSET & MAINTENANCE

- ☐ Define what "enough" means in your business at this stage
- ☐ Acknowledge one thing you've outgrown and let it go
- ☐ Celebrate one win this week (no matter how small)
- ☐ Pre-order the Long-Haul Leader! (Releasing Sept 2, 2025)





Long-haul leaders know how to take care of themselves. They understand that they are the greatest resource they will ever have.

Therefore they refuse to live in a way that runs their bodies and minds down. It's just not worth it.

When you take care of yourself, it shows. And when you don't, that also shows in how you tackle your work, how you relate to your loved ones, and how you feel in your body. It's not enough to recharge.

We have to reinvest in ourselves.

TAKEN FROM CHAPTER 5, THE LONG-HAUL LEADER

Midlife burnout is not a breakdown. It's a *breakthrough*.

You've just taken the first steps to reset your business — not from a place of panic, but from a place of wisdom.

Because burnout isn't a sign of weakness.

It's a signal that you've outgrown the way things were. And now, you have the clarity to build something better.

Something that supports your life — not just your goals. Something that values your energy, protects your peace, and leaves room for purpose.

This is the work of a Long-Haul Leader.

The kind of leader who's not chasing the next high, but building something meaningful, sustainable, and real.

Your reset isn't the end.

It's your next beginning.



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Join us in-person for The Long-Haul Leader Summit on November 1 & 2, 2025



This is the LIVE event for entrepreneurs and thought leaders that want to go the distance in business and life. There are just 100 spots available! Secure your spot below ↓

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