

Once upon a time I believed that balancing it all, like having it all, was possible. I have since changed my views as well as my quest for the balanced life.

There are a couple of reasons for the shift in thinking. Number one is that I think a balanced life is an urban myth. Have you ever personally met someone who had a balanced life? Or is it always . . . I have a friend who has a friend who balances her career, motherhood and sex life perfectly? And secondly, is that really possible?

There is always some aspect of your life that gets more attention than others. Is that necessarily wrong? When you have toddlers the love life may suffer but the motherhood portion ramps up. After a promotion your kids may take a temporary back seat while your career takes a front seat possibly making you feel more confident and thus sexy . . . you see where I am going with this.



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You could apply this same rationale to your stores. In an ideal world your ratio of consigners to customers would be in sync, the design of your shop fresh, the return on your advertising significant, etc . . . but in reality we cannot focus on or maintain every area of our store simultaneously. Not only would it be impossible, it would make us crazy! A better approach is to prioritize, either starting with the most neglected area or the one that would make the greatest impact. This is a personal decision and one that requires you to take inventory of your store "issues."

Once you have determined the area of your focus, get to work! Think, create, test and do anything else you need to truly get the job done correctly. Revel in the gift that is "focus." Do not be swayed by trying to do a little bit in all areas of the store but rather submerge yourself fully in the task at hand. The feeling you will have when complete will not be balanced but will be pride. You have given yourself completely to an area that has been bothering you for some time, and you gave it your all. ♻️