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"Science Nerd and Dietitian First":

DC Meets the Inspirational
Maye Musk

OCTOBER 2018- SPECIAL FNCE ISSUE

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Submit ***your photos*** to *Infuse!*

Dietitian Connection is now accepting submissions of original photographs to be featured in upcoming issues of Infuse. Snap a pic relating to any aspect of food, nutrition, and/or your work, then send it to: info@dietitianconnection.com

Infuse it with inspiration, innovation, creativity and, of course, your personality.



From the Desk

of Maree Ferguson

Founder & Director, Dietitian Connection



Hello to everyone attending FNCE!

Our DC team is thrilled to be here in Washington, DC and in the company of brilliant, talented RDs/dietitians from the US and around the world. We are so looking forward to making new connections, learning from great innovators, catching up on breaking research – and enjoying the fine dining opportunities that DC has in store for us!

While DC was founded in Australia, from the very start we've been global in our thinking. We've been busy bringing together a community of dietitians from around the world, inspired and motivated by one another. We have so much in common – and so much to learn from one another.

So – if you're not already a member of our DC community [it's free!], please stop by our booth at FNCE and say hello. We'd love to tell you more about DC and the benefits of membership [free news, education opportunities, networking, events, active & supportive social platforms, and much more!]. Or, simply [join online here](#).

This is a special edition of Infuse, our quarterly magazine, and we are pinching ourselves that we can bring you our exclusive interview with the brilliant Maye Musk, our cover story. A star on many stages, Maye balances careers in modelling and dietetics with ease and grace – but, as she notes, science always comes first for her. Read her incredible story within to learn more.

Enjoy FNCE and all that DC has to offer, and please seek us out and introduce yourselves. You won't be able to miss our accents – and yes, we may slip in a "g'day!" or two!

***My best,
Maree***

P.S. I couldn't resist adding a note about food, a topic that I love on so many levels. I'm a passionate foodie and, as such, Washington is a city I'm looking forward to exploring. From all accounts, it's full of amazing and innovative food experiences – in fact, so many I don't know where to begin! **So: please share your best DC dining tips with me. Email me or say hi during the conference. Thank you in advance!**

“Science Nerd and Dietitian First”:

DC Meets the Inspirational Maye Musk

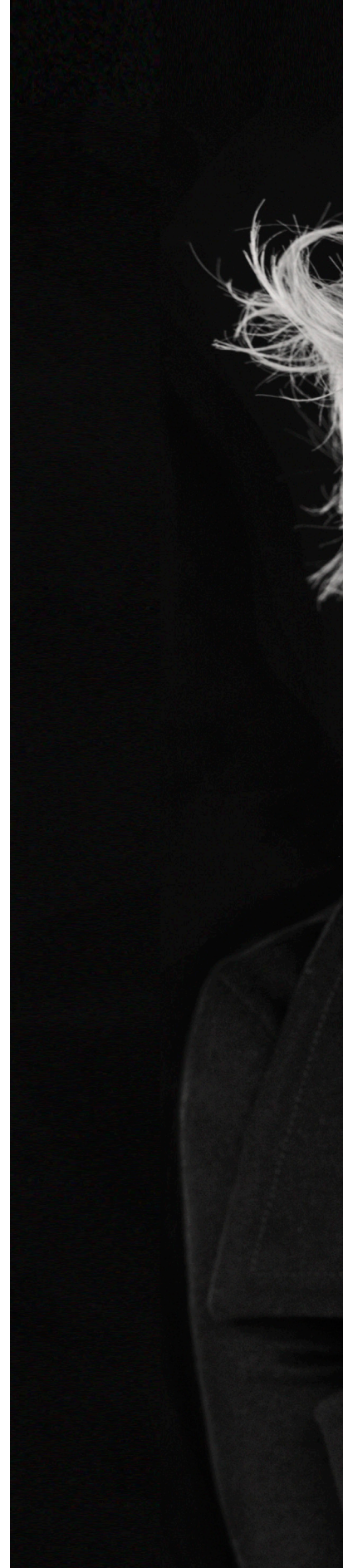
Maye Musk won't be at FNCE this year. Instead, the dietitian, entrepreneur and fashion model will be in New York, receiving the prestigious Oracle award at Fashion Group International's Night of Stars.

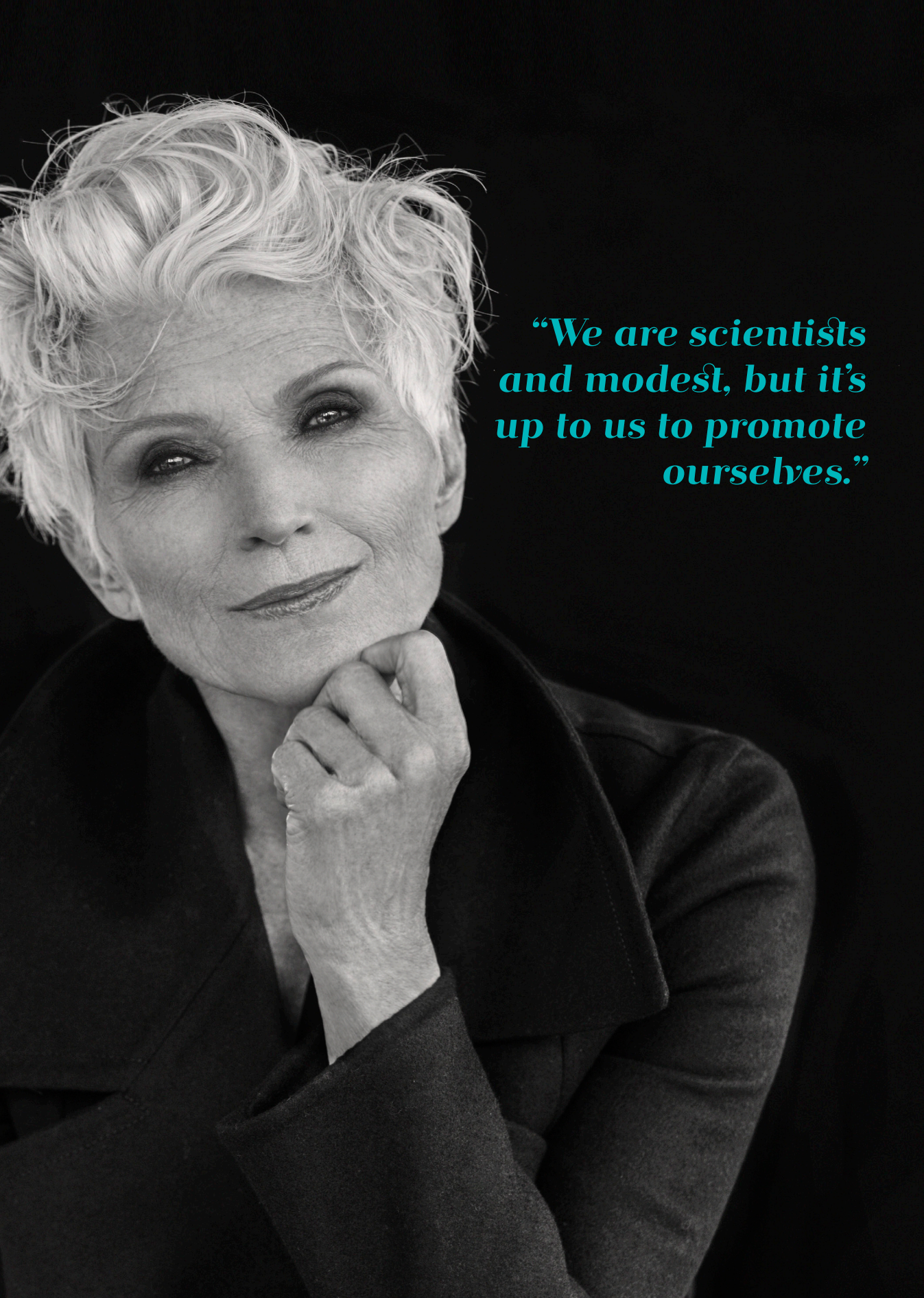
While these may seem to be diverse career choices, they complement each other well, and often overlap with grace. The Oracle award, as an example, provides Maye with the opportunity to promote the dietitian profession. “They have said in my resume [for the award] that I am a dietitian with two Master of Science degrees, and that’s what impresses everyone,” she says. “We are scientists and modest, but it’s up to us to promote ourselves.”

This is one of the top reasons why we asked Maye for an interview: she’s in the unique position of being able to leverage her high-profile role in the limelight to promote healthy eating and the role of dietitians.

She does, however, prioritise one career over the other: “I’ve always considered myself a science nerd and dietitian first – one who happens to model part-time,” Maye explains.

interview continues overleaf...





***“We are scientists
and modest, but it’s
up to us to promote
ourselves.”***

Image courtesy of Susan Bowlus

Image courtesy of Susan Bowlus



So: how did she end up becoming the world's best-known dietitian-model?

During her years as a dietetics student at the University of Pretoria in South Africa, Maye first fell into the role of a nutrition commentator in the media when an English-language radio station needed someone to speak on healthy eating. "I was the only English-speaking student in the Department. Fortunately, I wasn't enlightened enough to be nervous or concerned about my knowledge!"

Image courtesy of @mayemusks



After graduation, she began her career with a private practice in her home while she was raising her children, a set-up she retained for many years for its affordability. Maye was, as she explains, "a typical dietitian: well organized, and punctual."

Living in Toronto, she took multiple jobs on top of the aforementioned private practice to stay financially afloat: research officer at the University of Toronto, speaker, nutrition consultant, early childhood education teacher, director of a modelling school two evenings a week – and a model. And as her children got older, she took up part-time rental offices at a cardiologist, OB-GYN, chiropractor, fitness center, dress shop... anywhere she could afford.

Maye found herself increasingly asked to speak in the media on nutrition topics – but, newly divorced, couldn't afford to take a day off from her practice. So, she began to charge a fee equal to her lost income. "People paid! That was a nice surprise," Maye recalls. Soon after that, food companies also began to ask her to give talks or write articles. "That was well-paid and kept me very busy reading research. I loved that."

Her modelling profile simultaneously grew.

Maye would get booked for modelling jobs three weeks ahead of time, so she would not book clients those days. "I rented a second office full-time," she recalls. "I had three part-time dietitians who would help me, as modelling became very busy, speaking and media interviews increased, and spokesperson work for the food industry was regular."

When she moved to New York, she re-started her nutrition business. But life intervened. "When I moved to New York at age 50, I wanted to become the best dietitian in the world. Then my grandchildren came along, and my mother and sister [in Canada] suffered from poor health," shared Maye. "My family motto is 'Family First'. That meant visiting family every month, which is more important than working all the time. Now the 'Best Dietitian in the World' position is open for any colleague with the same drive."

Following a move to LA, Maye again started a private practice and taught at a school but had to quit as modelling and travel took over. Her modelling career trajectory continued to climb, and she hit new milestones; last year, at age 69, she was named as CoverGirl's oldest spokesmodel ever – making history. Of the many modelling jobs she's had in her career, she says this is her favourite -- and it also came as a huge surprise!

interview continues overleaf...

***“Be enthusiastic,
and share your
ideas with your
colleagues.”***



Today, she travels the world as a 70-year-old-speaker.

“I have given talks on nutrition entrepreneurship and sound nutrition in over half of the States in the U.S., most of the provinces in Canada, all the provinces in South Africa, and in England and Australia. Recently my talks have been in Kiev, Stockholm, Johannesburg, Shanghai, with many more ahead,” says Maye. In her talks, she shares “the best anti-aging tips: eat well. People are scared of eating and turn to fad diets. I give them science and common sense,” notes Maye. But, she says, dietitians still “have a lot of work still to do in communicating nutrition messages.”

Maye has reached the peak in dietetics in three countries.

She was the first Representative of the Consulting Dietitians of Southern Africa; President of the Consulting Dietitians of Canada; Chair of the Nutrition Entrepreneurs and won the Outstanding Nutrition Entrepreneur Award in the USA.

Maye has also started a private practice in eight cities, in three countries! This put her in the challenging position of having to write the dietitian registration exams three times: “Once in another language, Afrikaans; once in Toronto at 42, (however, studying in English was great); and once in the United States at 48, where I had to go backwards in time to learn imperial measurements. At least, when I speak at international meetings, I can use metric values, so nothing was lost there!” says Maye.



She is passionate about the benefits of travel and living a global life. "Living in different cities and countries is an education," Maye says. "You learn the way people think, their many different cultures (especially in large urban cities) and their local foods. When I arrived in Toronto, I didn't know what an Oreo cookie was. I had to go to the supermarket to look at all the labels to understand what my clients were talking about."

She's well-positioned to advise a young dietitian/RD just starting out.

"Be enthusiastic, and share your ideas with your colleagues," Maye suggests. "Trust me, word gets around, and you will soon be invited to sit on local boards, then national boards."

You have to market yourself a lot, she urges young dietitians.

"Use social media! Share your skills and successes on the Internet. I don't see enough of that, although 'nutritionists' without a sound education are doing extremely well on the Internet and in business."

Maye also encourages those just starting out to remember that "when your children are very young, they take up a lot of your time, and it is hard to be at the top of your profession. Take each stage of your life and do your best."

She's also passionate about advancing the profession of dietetics.

Maye was the first dietitian to appear on a cereal box – a unique accolade, and a fresh way to reach the public with nutrition messages. She offers this advice to those who seek to similarly stand out in the cluttered media space today.

"I didn't aim to be on a cereal box, although that was a huge surprise and I loved it. A cereal company had a campaign coming out to make women feel good about themselves. I'd spoken about nutrition and fitness, appearance and self-esteem all over Canada. It made sense to have my book cover, with my photo on it, on the cereal box," Maye explains.

interview continues overleaf...

"Dietitians need to get their name out everywhere, and help each other," she says. "I started nutrition entrepreneur meetings in Johannesburg, Toronto, San Francisco, New York, then LA – until my life got too busy, at 67!"

No interview with Maye is complete without a mention of her (famous) children.

Maye's children, Elon, Kimbal and Tosca, are doing ground-breaking work in their respective chosen professions. She gave them a head-start in life by instilling strong values.

"I have always felt that dietitians have good values; we are nurturers," explains Maye. "My children saw me looking after people and making them happy. My parents were the same. They were good Canadians who were kind, helpful and considerate of all people."

She says, with pride, "I am happy to say my children care about our family, other people, this planet and more."

LEARN MORE:



<http://www.mayemusk.com>



facebook.com/mayemusk



[@mayemusk](https://www.instagram.com/mayemusk)



[@mayemusk](https://twitter.com/mayemusk)




Image courtesy of
Susan Bowlus

***“Dietitians need to
get their name out
everywhere, and help
each other...”***

Rising Star:

Meet Gut-Health Guru Megan Rossi

She's a rising star in dietetics, and living the dream: working on ground-breaking gut health research in London, educating her passionate following of thousands on social media – and even hobnobbing with Princess Anne at award ceremonies! Meet Dr Megan Rossi, RD – or, as she's known on Instagram, @theguthealthdoctor.

DC's Maree Ferguson gave Megan her first job, as a dietitian at Brisbane's Princess Alexandra Hospital. She earned her PhD in gut health at the University of Queensland before making the move overseas to London.



Today, Megan works as a research associate at King's College London, and has a gut health clinic on Harley Street. She is also working with Leon Restaurants on a UK-wide gut health initiative.

We love watching young dietitians grow and become successful, so we were thrilled to chat with Megan recently.

Megan, why did you decided to become a dietitian?

I've always been in love with food – the flavours, as well as the community feel. My mum is a science teacher, so from a very young age we were experimenting with things like bicarb soda and little volcanoes. She instilled in me quite an inquisitive mindset, which is a key asset in research. So, bringing the love of food and love of science together, the clear career journey was to be a dietitian.

interview continues overleaf...



“...from a very young age we were experimenting with things like bicarb soda and little volcanoes.”



**“My mentors
encouraged me
to look outside
of Australia...”**

Images courtesy of Megan Rossi

How did your PhD shape your journey?

My PhD was one of the most rewarding things I've ever done. I'd just finished my dietetics degree with QUT, and got a call on Christmas Eve (from Maree) offering me a job. It was one of the best days of my life. I then worked for a year and a half at the Princess Alexandra Hospital, and had a taste of research, and thought, "Yes, this is what I want to do."

I launched into my PhD with associate professor Katrina Campbell and Dr David Johnson. We looked at whether we could improve gut health in people with chronic kidney disease, in a way that would reduce some of the uremic toxins circulating in their blood by adding things like pre- and probiotics. And, excitingly, it was a positive trial.

Why did you move to London?

My mentors encouraged me to look outside of Australia, saying that it's good to go away from your initial PhD research group, get different experiences, and then come back. Then I got a taste of things over here in London, and it was hard to come back! London is a concentrated hub of the wellness world, and there are a lot of entrepreneurs here, so it's inspiring.

Tell us about your current research, and why you chose to focus on gut health.

I work with Prof Kevin Whelan's group in the diet and gastrointestinal health. I see gut health as the future of our health, and Professor Whelan's group was world-renowned as experts in that area. But I wanted to move into areas which would affect more people, such as Irritable Bowel Syndrome. So, that's one of my main areas of research – looking at different nutrition-based therapies in IBS.

I also work on Inflammatory Bowel Diseases, looking at different dietary interventions. Another element of my King's research is looking at healthy people: how to improve the health of their diet through nutrition therapies, and how food can improve our gut health.

interview continues overleaf...



Can you share any of your findings?

We're looking at more of the mechanistic aspect of diet, and how we can look at new therapies that are food-based.

As we know, the low FODMAP diet is not good for our gut microbiota in the long term. One of my colleagues, Dr Heidi Staudecher, looked at adding probiotics into a low FODMAP diet, for her PhD. People on a low FODMAP diet took a probiotic every day, and she found that it prevented some of that negative decline in their gut bacteria.

Another project we're working on is looking at different types of dietary fibres in people with IBS. Certain fibres can trigger gut symptoms, leading to a lot of people excluding fruit and vegetables, which can be a vicious cycle. We're looking at whether we can combine different fibres to increase tolerability and have the long-term effect of supporting the gut microbiota. We've teamed up with experts to give people acute doses of different types of fibre, then scan their gut to see how much gas and small bowel water is produced after having that dietary fibre, as well as the core symptoms. There's a lot of potential there.

I've also led research on whether we can predict response to dietary intervention in IBS by measuring different elements of people's faecal samples. Hopefully soon we will be able to say something like, "Based on your stool analysis, you've got 60% chance of responding to a low FODMAP diet, so let's try it." It's personalised nutrition.

Where do you see gut health going in the next decade or so?

Again, personalised nutrition! Also, we need to be smarter about the use of probiotics. Each strain of probiotic has a very different function. So, we need to be more specific with our prescription. But at the minute we don't have all that research, and the strains are quite limited from manufacturers. Watch this space – that's where it will head.

How important do you think having a PhD has been to your success?

It's set me apart from other people looking at gut health and given me credibility that other people might not have gotten. But it certainly is not essential. If you don't have the passion for research, certainly don't spend three years doing it.

interview continues overleaf...



Image courtesy of Megan Rossi

What are some of the opportunities for up-and-coming dietitians in the next decade?

When I first started dietetics, the number of business people and entrepreneurs was very few. In the next five to ten years, it will become quite the norm. With that also comes the risk that people lose some of their credibility with becoming an entrepreneur. Sometimes we need to take a step back and say, "The research isn't quite there yet, so let's not oversell it."

You recently received a prestigious award for your work – and Princess Anne gave it to you personally. Tell us about this!

The award was from the British Nutrition Foundation; we received funding to look deeper into the mechanisms of how the low FODMAP diet works. Princess Anne is one of their patrons. Meeting her was surreal. I got to chat one-on-one with her in advance of receiving the award, and she was so personable. I was nervous, and thought, "I have to be very proper", but Princess Anne was cracking jokes!

Living in London, have you met Jamie Oliver yet?

Not yet, but Jamie Oliver reached out to me on Instagram, and since then we've had quite a few conversations. I know that our paths will cross; he's such an inspiring person!



Images courtesy of Megan Rossi

LEARN MORE:



www.drmeganrossi.com



[facebook.com/Dr Megan Rossi](https://facebook.com/DrMeganRossi)



[@TheGutHealthDoctor](https://www.instagram.com/TheGutHealthDoctor)



[@TheGutHealthDoctor](https://twitter.com/TheGutHealthDoctor)

Referenced works:

- Heidi's paper: <https://www.ncbi.nlm.nih.gov/pubmed/28625832> (Probiotics and LFD in IBS)
- Megan's paper: <https://www.ncbi.nlm.nih.gov/pubmed/28993261> (Predicting response to diet)
- Hypno vs LFD paper: <http://onlinelibrary.wiley.com/doi/10.1111/apt.13706/full>



Marketing Tips from a *Digital Prodigy*

Dr Megan Rossi RD APD
Nutritionist

It's a nutrition leader's marketing dream: 47,200 followers on Instagram [@theguthealthdoctor] who enthusiastically engage with your content, tagging and commenting up a storm. Megan Rossi's not only a rising star in dietetics, but also an influencer in marketing and communications.

Here are her top tips on maximising your reach:

1 *Translate science into fun and easy-to-understand messages for the public.*

I just imagine that I'm talking to some of my girlfriends who aren't science-based, and think about how they would want to be communicated to.

2 *Get a life offline.*

I've gained a large following because I've been doing heaps of different talks over the past year, and collaborating with other influencers who then give me a shout-out on Instagram. So, it's not about just focusing on your Insta account – you need to get out in the public. Go offline. Be human.

3 *Be open to collabs and partnerships – including those made through social media.*

My partnership with Leon restaurants began through good old Instagram! Leon is so forward-thinking, and it just shows. They see gut health as not just a trend that's transient, but as the future of health. They wanted to roll out gut health in their restaurants via menu development, as well as educating the public. It's a dream collaboration.





Images courtesy of The Sarcastic Nutritionist

Why So Serious?

The Team Behind “The Sarcastic Nutritionist” Isn’t!

Legend of the silver screen Elizabeth Taylor put it so well: “If you can’t laugh at yourself, you’re cooked!”



The Sarcastic Nutritionist is the brainchild of a duo who came up with the idea of “dealing with nutrition in a sarcastic way”, to make it more fun. What began as a Facebook page has now blossomed into an online retail business, offering witty products that poke a bit of fun at nutrition – but always educating while entertaining.



Founders Josh Clauser and Stephanie Margolis – both RDs, based in St. Louis, Missouri, USA – have created a line of pun-ny and sarcastic food-related products to make you smile – which still looking great on your benchtop or office desk.

Think: forks that say, ‘Eat your damn veggies!’, mugs bearing the slogan, “I’m a registered dietitian because this isn’t amateur hour’, apparel, housewares, stationery, prints and more [we especially love the ‘Badass dietitian’ coasters].



article continues overleaf...

While dietitians will clearly see, and enjoy the humour within, TSN's products are not all aimed at an audience of RDs/dietitians – they are entirely appropriate for gifts for friends and family.

The design-creation process for the team is, unabashedly, fuelled by coffee. Says Josh, "99% of it is the coffee! I lock myself into a Starbucks or spare room or an office, pumped about 4, 5 or 6 cups of coffee into me, and just start. I get a piece of paper and a pencil and just start jotting ideas. Of course, for every idea that you see online, there are 42 that failed!"

"...dietitians can be perceived as a little stiff and uptight, and it just shows that we have this fun side."



Clearly, they've struck a positive chord with dietitians, who swarmed the duo at the October 2017 FNCE. "We hear a lot from other dietitians that they love (TSN) because our stuff says what they always want to say," says Stephanie. "Sometimes dietitians can be perceived as a little stiff and uptight, and it just shows that we have this fun side. I think that that's why dietitians connect with the products that we are putting out there."

Their fans and followers, in turn, are making the duo's dreams come true. "Every morning I wake up and think, this is awesome that I get to do this," enthuses Josh. "It is definitely a humbling, unbelievable experience. We have the best fans and followers. We are blessed and thankful that they take time out of their day to follow us on social media or comment. I really wish I could take everybody out to a pizza party or Laser Tag. I have never even done Laser Tag, but it sounds like something cool that you would do!"






Images courtesy of The Sarcastic Nutritionist

They also found that the skills that made them great dietitians were transferrable, and helped them in launching and running their business. "Dietitians make really great entrepreneurs because organisational skills are key. They are also fantastic at nailing down details," notes Stephanie.

Oh, and be warned: there's a fair bit of swear words in the product line – but the team always holds a moral compass to their work. "I don't want to be dropping the F-bomb just to drop the F-bomb," explains Josh. "Our motto here is, more passionfruit, less eggplant – meaning, don't be a jerk!"

More passionfruit, less eggplant – that's a slogan we can run with!

LEARN MORE:

-  <https://www.thesarcasticnutritionist.com>
-  [facebook.com//TheSarcasticNutritionist](https://facebook.com/TheSarcasticNutritionist)
-  [@thesarcasticnutritionist](https://www.instagram.com/thesarcasticnutritionist)



To hear the complete DC podcast with The Sarcastic Nutritionist team, [click here](#)



The Savvy Nutrition Leader: **Why You Should Start Podcasting**

by **Kate Agnew**,
Marketing and Communications Director, Dietitian Connection

Are you already a fan of podcasts – but a bit wary of creating your own? Let us get you over the line, so you can get online!

Podcasting is fast becoming an essential addition to a health professional's toolkit. At Dietitian Connection, we've been creating podcasts for two years now, and we love producing them – and talking to fantastic and engaging guests from around the world.

But just as importantly, from a marketing standpoint we've seen our audience grow exponentially, which is critical to us as an organisation.

Here's why you should embrace this strategy, too...

1. Podcasting fits all budgets.

Creating a podcast is fast, easy and cost-effective. The learning curve is not steep, and the equipment needed is a minimal investment – you may already have what you need.

2. It's the perfect medium for today's busy lifestyle.

A podcast is easily transportable, and listeners can "tune in" wherever and however they prefer – at home, commuting, at work, even while exercising!

3. Podcasts are popular.

Podcast awareness is exceptionally high in Australia: 89 per cent of adult Australians claim to be aware of podcasts, and more than half of adult Australians say they've tried podcasting.^[1]

4. Podcasts can help you foster connections with your clients...

You can share news, research and insights so that clients stay informed and inspired. It's a great add-on to consults, and a way to keep in touch with your client database. What's more, when you listen to a podcast, you really feel like you know that person a bit better – which can help build better relationships with clients!

5. ...and gain new clients.

By launching a podcast, you're creating a new platform for consumers to meet you and discover your expertise.

6. Podcasting can help you develop your niche.

In addition to client retention and marketing, podcasts can elevate your profile among your colleagues. Showcase your knowledge by producing a podcast that centres on your area of expertise. This can lead to speaking opportunities and more.

Understanding the power of podcasting is an important professional development skill for today's health professional, and a savvy addition to your marketing strategy.

Take the plunge today and increase your comfort level with this popular format that's being touted as "the new talk-radio!"
And don't forget to subscribe to the DC Podcast!



Reference:

[1] The Atlantic magazine, May 2017

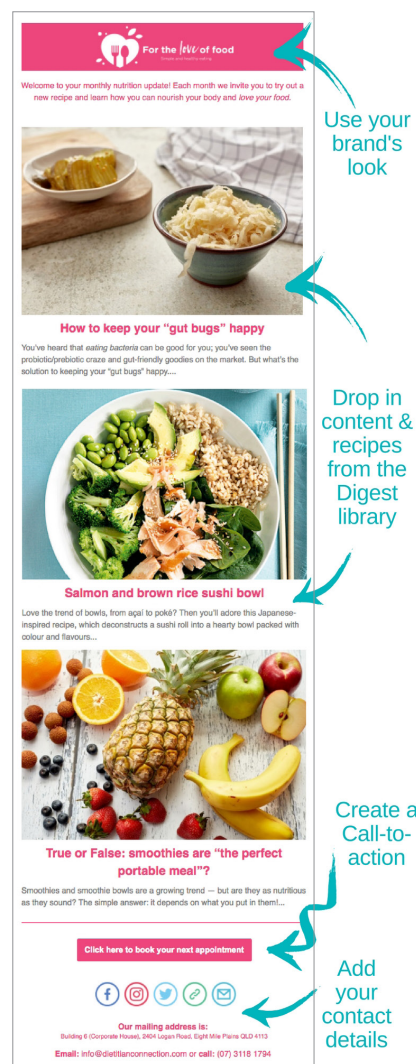
How do YOU

DIGEST?

Stats show that email marketing is highly effective. How effective? "... 40 times more effective at acquiring new customers than Facebook or Twitter." But how do you get started, if you don't have a background in design (or have a design and marketing team on your staff)? And how do you keep costs low, to ensure great return on investment?

At DC, you told us that you faced this very challenge. You sought a professional, scientifically accurate, consumer-friendly and timely communication tool, tailored to the needs of your clients. But you don't have the time, resources or skills to be a newsletter creator. So, we introduced Digest: our e-newsletter creator that serves as a seamless extension of your brand.

Start by using our simple customisation tools to design an e-newsletter that reflects your brand's marketing: your logo, images, updates specific to your practice and a personalised introduction. Then, add content from our dietitian-vetted library: articles, recipes and images on a wide range of sought-after topics. Drop it into your custom framework, then send your e-newsletter directly to your clients.



Reference:

[1] Source: <https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/>

Cath Wilsen

| Fit to Fight Nutrition



I use Digest to: 1. Build good will. The e-newsletters I create through Digest are a great free service for my clients – and for subscribers who are not yet clients. People always like something for free. 2. Reinforce and support the strategies and advice I'm passing to my clients in sessions. 3. Get in front of my subscribers and remind them of my business and what I do.

Current clients have loved the content, followed links and used the recipes. It adds to how subscribers perceive my business. Plus, considering that I have been open for business just since February this year, it adds to my credibility.

My favourite feature of Digest is the overall appearance. I love the convenience of it; there is no way that I would have the time or tech expertise to put something like that together myself. I love, love, love that I can just choose four relevant articles and – BAM – away it goes!

How much time Digest has saved me: Hours! Many hours!

Digest is already receiving rave reviews from customers. Here are two such customers, sharing how Digest has made a difference in their marketing.



Michelle Holt

& Jaci Barrett | Diet Solutions

We use Digest to help our current clientele – patients, referrers and colleagues – feel more connected to our business. We share a bit about us and what is happening in nutrition research, along with the Digest-provided articles.

We've had several clients email to thank us for sharing specific nutrition information. In addition, some of our current patients are discussing the content of the newsletters with our consulting dietitians in their follow-up consultations.

Digest provides a great structure and format for putting together a professional piece of communication. The help, assistance and encouragement from Dietitian Connection has been fantastic.

Ready to learn more about Digest?
Visit <https://dietitianconnection.com/digest/> and subscribe!

Confessions of a *Recovering Perfectionist*

by **Maree Ferguson,**
Founder & Director, Dietitian Connection

with
8 TIPS
to help
others!

Are you a perfectionist? I certainly am. I suspect it's also a trait that many of my fellow dietitians possess, given our scientific training and our tendency towards precision, transparency and accountability.

Sorry, I just re-wrote that first paragraph five times – let me start again!

Just kidding. In all seriousness, being a perfectionist can be a challenge. But I've made some progress in managing my perfectionist tendencies over the years as I got to know myself better, and I'd like to share what's worked for me, in hopes you can apply some of the same strategies.

Here are my **8 TIPS** on overcoming
your inner **perfectionist**:



1 **Just let those ideas flow:** Quickly complete a first draft to get your ideas on paper, then share it with someone else for their feedback. We are our own worst critics, so if someone you respect says what you have written is okay, it's usually good enough to hit the "send" button.



2

Set a time limit: I give myself a dedicated amount of time to complete a task; for example, for this article, I allotted a maximum of one hour. I'm less likely to procrastinate (and go and visit social media!) if I have a short amount of time to finish writing. Work generally expands to fill the available time.


3

Do your best work when you're fresh: I write first thing on a Monday morning, ideally before opening email, when I am fresh from the weekend and less likely to be distracted by the happenings of the week to come.

5

Use your perfectionism sparingly:

I choose which items/projects I want to make "perfect" and those that I can live with as less than "perfect".



"Good enough" is usually good enough: I remind myself it's better to have something out there for the world to read and learn from, rather than agonising over the details and not hitting the "publish" button. I aim for good enough. You can't make something better if you don't start with version 1.0.

Don't dwell – move on:

I try to learn from the mistakes along the way and not dwell on them (for more than 24 hours, anyway!). We are all human, and we all make mistakes, as the cliché says.

6

8

Congratulate yourself when you finish a project:

It's important to reward yourself for completing a project, even if it isn't perfect, and reflect on how far you have come as a perfectionist. I'm not very good at this one, but I'm trying to do this more often, especially for larger projects.



Put on your blinders:

I swim in my own lane and don't look at what others are doing or compare myself to other people. This can be a perfectionist trap.



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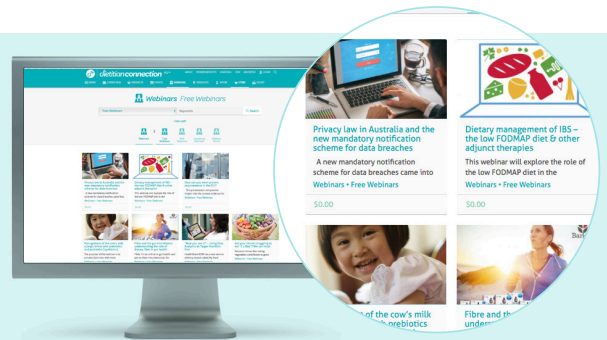
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