

Do You Need To Take A Break?

By Allan Wilson

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I want to relate to you a true story...

At my workplace many years ago I was promoted to shift foreman, this was the first time someone from the actual workforce had been given the opportunity for promotion (the job usually went to someone from outside with better education, etc)...

Anyway - all was fine until one 12hr night shift we experienced a complicated breakdown - on this particular shift I was working with my best friend and we didn't want it to seem as though we were messing around so we frantically set about trying to solve the problem...

We started pulling apart pipe work and trying various things, but after 10 hours of hard work with no breaks and extreme frustration and trying absolutely everything we could think of we still couldn't get the machinery going again - finally in sheer exhaustion I decide we all needed a break...

We sat down absolutely run off our feet and with no solution to the problem - I guarantee you I would have had no more than 2 sips from my cup of coffee when whamo! the answer to the problem came to me...

You see sometimes when you are too involved in a situation you can't see the solution, you need to stand back and relax for a while - Take A Break!

The reason I am writing this is that I experienced a similar thing this week with internet marketing...

I was working frantically and going no where, I was trying to re-design web pages (the harder I tried the worse they looked), improve my sales to click thru ratio, and I was working 12 hour shifts for the 3 day long weekend here in Australia, and to top it all off I had to write this newsletter...

Finally I just gave up - I took a break - and whamo! Once again within minutes I had this idea for my newsletter article and thought of new direction for my website...

With all those things off my mind - later that night I was able to rationally work out my sales conversion rate and change my advertising accordingly...

All because I took a break...

So please - go for a walk, have a rest, if you are struggling with something maybe you should just forget about it for a day and recharge your batteries...

You know my greatest hero even had to have a break - that hero is Jesus Christ - now he could accomplish things, he was constantly dealing with people and their problems, he healed the sick, he prayed all night at times and went days without sleep, he was a worker and a performer...

But did you know that he even Took A Break...

In Luke 5:15-16 - Great multitudes came to him and he withdrew himself into the wilderness...

In Mark 6:31 - Jesus told his Apostles "Come ye apart into a desert place, and rest a while; for there were many coming and going, and they had no leisure so much as to eat..."

So in conclusion sometimes in order to get more done and to obtain better results you need to take a break.

Allan Wilson, is the owner of the Ebookresellerkit
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