The Consistency Menu

By Sushmita Jain

Hey, I'm Sushmita Jain 👋🏼
Launch Strategist, Systems Architect, and your go-to partner for sustainable business growth.

I'm here to help you build visibility that's rooted in alignment...not urgency.
To scale your business without scaling your stress.
To show you how you can stay consistent, strategic, and wildly intentional even when life gets messy.

Over the past 10+ years, I've supported businesses across industries, helping founders simplify, systemize, and step into their CEO seat with clarity. My team and I have been the steady hands behind the scenes of 250+ launches. I run The Strategy Lab, a soulful membership space that equips business owners with the tools, support, and structure to grow intentionally and in a way that actually feels good.

I also host the Heartfelt Hustle podcast, where I share honest lessons, behind-the-scenes breakdowns, and real strategies you can take and apply as you build a business aligned with your values and vision.

And truthfully?
Helping entrepreneurs get unstuck and show up consistently even during the slow, quiet, or chaotic seasons is my thing.

This guide you're holding? It's a gentle but powerful invitation to redefine visibility on your terms.

Let's dive in.

The Consistency Menu

21 Ways to Show Up in Your Business (Even When You're Low on Energy)

A simple, soulful guide for staying visible without the burnout.

Hey, love.

Let's talk about consistency.

Because I know you've probably heard this phrase a hundred times:

> *"You just need to show up consistently."*

And sure, it sounds simple. But what most people **don't** talk about is *how much energy* it actually takes to keep showing up when life is happening. When you've got client work to finish, groceries to buy, your toddler is having a meltdown, or your nervous system is flat-out asking for a break.

Because "just show up" isn't helpful advice when your energy is shifting, your nervous system is asking for rest, or you're juggling real-life responsibilities.

I created **The Consistency Menu** because I believe showing up in your business shouldn't mean burning out or pushing yourself to the point of resentment.

Instead, I want to help you find a rhythm that meets you where you are. One that honors your energy, your cycle, your season and still keeps you visible, connected, and rooted in purpose.

This is your permission slip to be intentional instead of intense. Consistent without being constantly "on."

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Let's get into it.

🔥 High-Energy Days

You're in flow, let's go!

These are the days when your creative energy is buzzing. You're motivated, lit up, and maybe even a little unstoppable. When this energy hits, lean in. Maximize the flow but in ways that feel expansive, not overwhelming.

You're lit up, magnetic, and in full flow; this is your zone of genius.

These are the days to stretch your capacity and lead with boldness.

Visibility becomes your natural state. Don't hold back.

Here are ideas for what to do when you're riding that high-energy wave:

✨ **Record a podcast episode or video**
You're vibing, and the words are flowing. This is the perfect time to record your thought leadership content. Hit record even if it's messy; you can polish it later.

✨ **Go live and teach something**
People love seeing your face and hearing your voice. Go live on Instagram or in your community and teach one core concept. You don't need slides, just your wisdom.

✨ **Write a long-form post with storytelling**
Let it pour out. Share the behind-the-scenes, the lesson you learned the hard way, the truth you've been sitting with. Long-form posts build connections like nothing else.

✨ **Batch-create content for the next week**
Feeling focused? Ride that momentum. Map out a few captions, schedule some reels, and write those emails. Future you will thank you.

✨ **Host a community Q&A or mastermind**
These are the days to be in community. Show up, answer questions, and brainstorm with your people. It reminds them and you of your brilliance.

✨ **Send a juicy email to your list**
Pull out that golden insight and pop it into an email. Your subscribers signed up for *you*. Give them something valuable, honest, or uplifting today.

✨ **Collaborate with someone in your niche**
Reach out for a guest training, podcast swap, or IG Live. Partnerships can double your visibility, and they're so fun when you're already feeling magnetic.

🌿 Medium-Energy Days

You're here, but not all in.

These days call for a slower pace. You're present, but your brain's not operating at full speed, and that's okay. You can still be visible without forcing creativity. These actions keep the momentum going *without the pressure to perform.*

You're present but not pulsing at full power, and that's okay.

These are the days to work smarter, not harder. Keep the engine running with light, intentional action.

Here's what you can do when you're feeling halfway there:

🌿 **Post a repurposed piece of content**
Go back to an old post that did well and give it a new spin. Most people didn't see it the first time anyway, and your audience needs repetition.

🌿 **Share a behind-the-scenes update on Stories**
Let people in. Share your messy desk, your content calendar, your toddler's scribbles on your planner, whatever's real today.

🌿 **Comment on other people's posts thoughtfully**
Engagement isn't just about posting, it's about connecting. Take 10-15 minutes to comment from the heart on others' content. It builds relationships and boosts your visibility.

🌿 **Write a quick caption sharing a personal insight**
You don't need a full-blown post. Just one clear sentence that hit you today. Sometimes, the simplest truths resonate the most.

🌿 **Re-share a testimonial or client win**
Let your work speak for itself. Share a screenshot or quote with a quick caption that celebrates your client *and* your impact.

🌿 **Engage in your Facebook group or community**
You can answer a few questions, provide a prompt, or share a resource. You don't need to host a full training session, just be present.

🌿 **Schedule upcoming content via your scheduler**
This is a productive but low-lift task. Plug in your drafted posts, set up stories, or queue some emails. Give your future self a little breathing room.

🖤 Low-Energy Days

You're doing your best, and that's enough.

These days happen to all of us. Maybe you didn't sleep well. Maybe life feels heavy. Maybe you're in a healing season. These are the moments when we often feel like we're *not doing enough.*

These are the sacred pause days.

The ones that make your business sustainable.

Visibility doesn't vanish, it softens.

You don't have to push to prove your commitment.

Showing up doesn't always mean producing. Sometimes, it means *being.* And trusting that this too is part of the process.

These acts may feel small, but they are powerful choices to stay rooted.

Here's how to gently stay connected even on your lowest days:

🖤 **Share a quote or mantra that's resonating**
Find one that speaks to your heart today. Post it. Let it speak for you. You're not the only one who needs it.

🖤 **Post a Story of your morning coffee or journaling setup**
Soft visuals. Quiet moments. These are still invitations into your world, and they remind your audience that it's okay to slow down.

🖤 **Check in with one dream client via DM**
You don't need to launch to sell. Sometimes, a genuine conversation is the most powerful thing you can do.

🖤 **Reshare an old post that still hits**
Go back through your archives. Pick one that still feels true. That post is still alive, let it breathe again.

🖤 **Reflect privately in your journal about why you started**
You don't need to share this. Just reconnect. Remember your why. The clarity will come back.

🖤 **Take a break with intention, rest is a form of showing up**
Yes, stepping away counts. Let yourself rest without guilt. Refilling your cup *is* part of the business plan.

🖤 **Do nothing… and trust that it's part of the process**
This is your gentle nudge: You are not behind. Your worth is not tied to your productivity. Doing nothing today is still doing something.

Reminder

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You don't have to be "on" every day to build something beautiful.
You don't need to create just for the algorithm.
You don't need to burn out to be seen.

You didn't build this business to feel stuck, invisible, or drained. You built it because you knew you had something to say, something to lead with.

You just need your version of consistency, one that honors your energy, your values, and your season of life.

Let this menu be your reminder that there are always options.

You get to show up soulfully, not just strategically.

Every time you choose intentional presence over burnout... you're building a business that lasts.

You're not behind. You're exactly where you need to be.

Now pick one idea from this menu

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Sush