

## Rule 12: Walk and talk



Shandee Chernow, founder and CEO of CertiStar Courtesy of Shandee Chernow

When Shandee Chernow started [CertiStar](#) to help the restaurant industry better serve people with food allergies, she found herself getting busier and busier. "As an entrepreneur, it's obviously a huge challenge to try to get all of the work things done, the family things done, and also take care of yourself in any way," she says.

To make sure she was staying healthy, she came up with a new rule: she'd take every single call while walking. "There are a few benefits — I get upwards of 15-20K steps a day and it helps me to focus more easily on the conversation, rather than getting distracted by something going on in email," she observes. "It definitely makes me more effective in my phone conversations, plus I don't feel as guilty when I'm not able to fit in a workout."

**Read more:** *There are 7 types of emails you need to master to land your dream job. But they're easy to mess up. Here's a copy-paste template for each that will make you look great to employers.*

