

# EXPLORE YOUR ENTHUSIASM

## EPISODE 64: MO MONEY, MO PROBLEMS.

So last week I made the mistake of opening my email before I had showered or had my first cup of coffee. I try to wait until I'm fully awake and I've planned by day, or else it's easy to get derailed by something that's not that important. But we were in the middle of launching the Starship and people were sending me questions and I wanted to answer them as quickly as possible, so I popped open my email on my phone.

Then I opened my email and was greeted with over a dozen problems. People had questions. People had trouble logging in. People were pointing out typos and broken links in an email. The way we were planning on delivering lessons to students was broken.

I spent 20 minutes tapping away on my phone, trying to solve all the problems and when I finally made it into the kitchen with Jay for my cup of coffee, I was so whiny and dejected: EVERYTHING is going wrong. Everything is hard. Why is it all falling apart?

And Jay said: Maybe it's not that everything is going wrong, maybe it's just that you're helping and talking to more people, so you're going to just have MORE of everything to deal with.

I said, Oh, Mo' Money, Mo' Problems?

And he said: Exactly.

Now, I was totally joking, because that phrase always seemed silly to me: oh no, Puff Daddy! You have more money! Don't be whining about your problems, yo!

But, in that moment, it all made sense:

**Of course! As you take your business to the next level, you'll encounter new challenges.**

It's not about more money, it's about more customers, more moving parts, more complicated systems. It's not that you have MORE problems, necessarily, it's that you have NEW problems and challenges. And if you're doing things on a bigger scale, you've got a bigger scale challenges.

In the beginning of your business, you just really want to get your first sales. So your challenges are all the start-up stuff: What do you make? How do you price it? How do you make it available? How do you get people to even know it's available?

Once you get past that hurdle, you're looking at a bigger scale of problems: How do you get your products out the door on time and in packaging that will delight your customers?

And if you do craft shows or wholesale orders: How do you make enough? How do you communicate everything you need to on a tiny label? How do you get there?

Beyond that stage, there's more sales (and increasing them while not wearing yourself out) and more money (if your profitability is right!), but also a new scale of challenges. How do you get it all done? How do you decide what to do next?

## **AS YOUR BUSINESS SCALES UP, THE PROBLEMS AND CHALLENGES YOU ENCOUNTER SCALE UP AS WELL.**

That's always going to be true, but don't let that scare you off!

Instead, use this fact to give yourself solace in the hard times. The fact that you're encountering new and bigger challenges isn't a sign you're doing something right, it's a sign that you're scaling everything, including your sales and your challenges!

Two of the Starship Captains have now scaled to the point where they're looking at renting or buying a commercial space for the production. That brings its own host of totally new challenges. Two more captains recently quit their day jobs and are quickly scaling their sales and reach, which is bringing along a new set of challenges.

In my case, not only was I scaling how many people I'm serving, but also I'm scaling up to better and smoother technology. I'm scaling my systems so that we can give everyone what they buy immediately, and with as few steps as possible. This means we can serve more people easily and with consistently great customer service ... but it also means that we've got to learn new software and figure out what it will and won't do. And in that learning process, I made some big, time-wasting mistakes.

That morning after dealing with mistakes and problems, I felt like this was all a sign that I suck ... but recognizing that I'm dealing with bigger challenges because I'm actually making things better - that really helped pull me out of my funk.

Remember, it's not that you've got more problems, it's that you've got more challenges - challenges that ask you to be better, stronger, smarter. Challenges that force you to learn more things, or trust yourself more. Challenges that are going to make your business better and make you better.

I'd love to hear about your own experience with the growing challenges of your growing business! Share it with #exploreyoureenthusiasm