

EXPLORE YOUR ENTHUSIASM

EPISODE 74: WHY YOUR BUSINESS DREAMS AREN'T COMING TRUE

In today's episode I'm going to share the three reasons why your hopes for your business haven't come true - yet - and what you can do to fix this.

But before we dive into today's episode, I want to remind you that if you're listening to this when it first drops, that the Starship is now open. Head to TaraSwiger.com/Starshipbiz to learn more about it. If you're listening to this later, you can still go there and sign up to be notified when it opens again!

I'm sad to say that lots of us aren't getting everything we want from our business.

We have this sinking feeling that it *should* be more. That we *should* be more. That there is so much we're not doing.

You might feel like you don't know WHY your creative biz isn't working better or growing more, or that it must be because you're not doing ALL THE THINGS. That if you could only figure out how to do everything you've ever heard you're supposed to do, then everything would be wonderful.

First of all, **you're doing the best you can.**

You shouldn't be different or better or work harder. It's not that you're a disorganized slob.

In fact, the longer you think this, the longer you think that you're not enough, and that you're not together enough to make it work, the longer it'll take you to GET IT TOGETHER. Because you can only do what you believe you can do. As long as you swirl around in a fog of "oh, I can't do this," you'll just keep swirling. I've seen this happen to makers, and I've also seen them come out of this fog. First they narrow in and focus on just one thing, and they get it done. Then, they have the confidence to work on the next thing, and the next. And soon their business is humming along

and they feel capable (at least most of the time), because they stopped telling themselves they just weren't good enough or smart enough.

In fact, it's NEVER that you're not enough. The reason that your business isn't unfolding the way you would like is because of some (pretty simple to move) obstacles in your way that you're not seeing.

1. You don't know what you want

Yeah, you may have a general overview (*quit my dayjob! Be happy! Spend my time crafting!*), but you don't know specifically what you want. How much do you want to make a year? A month? A week? How much time do you spend crafting? How much time writing, photographing, bookkeeping, shipping? What would your day look like if your creative biz **was** wildly successful?

The truth is: **we can't get what we want until we know what we want.**

2. You don't prioritize

Once you have a clear vision of what you want from your business, what comes first? Growing a list? Creating new products? Creating content? Fixing your pricing?

If you don't prioritize working on what matters MOST to you, you're not going to move towards the business you want. It's easy to get distracted by social media and followers, and everything everyone else is doing. But if you do, you're going to keep spinning in circles.

3. You don't have support and accountability

Even the most driven amongst us (*and I was raised by two Marines, so yeah, I'm a bit obsessively driven*), can't keep up the sort of sustained, long-term work (and play!) in a vacuum. Especially in the beginning, when you're not getting any feedback from customers (*because you don't have them yet!*) or your community (*because you haven't found them yet!*).

From the outside, this problem shows itself as lack of focus, or lack of commitment; but the more makers I talk to, the more I'm convinced that beating yourself up is NOT the answer.

A much saner (and more sustainable!) solution is to find a support network.

People to who will check in (kindly!) with you. People who will give you honest (gentle) feedback. People who will brainstorm awesome ideas with you.

THE GOOD NEWS

You can fix this!

- ★ You can spend the time figuring out what you want with your notebook + a few hours.
- ★ You can list your priorities in a few minutes of focused attention.
(That is, if you know what you want (see #1!) and the business basics of how to get there. You can learn that via classes or through reading everything you can get your hands on and trial and error.)
- ★ You can form your own accountability circle on Twitter, Facebook or just your email buddies.

Or.

You can join the Starship.

You'll spend your first two weeks aboard working on our goals + dreams + plans + getting specific about what you want. You make a Map to prioritize the *what-to-do-next* and you have access to over 15 classes that cover the *how-to-do-it*.

And throughout it all, you have accountability and brainstorming and a general fun time during the chats + on the forums.

Either way, **don't** let these things get in between you and what you want.

Don't let your business feel like a weight when it could feel like a joy.

Ask for help.

Seek answers.

And no matter what, don't treat yourself like a Marine drill sergeant would, ok?