

EXPLORE YOUR ENTHUSIASM

EPISODE 87: 7 PRINCIPLES FOR AN AWESOME 2016

I'm your guide, Tara Swiger, and I help makers become their own best business experts. One of the ways to do that is to notice where you're overwhelmed, and take some action to remedy it. So today we're going to talk about what you can do to move from overwhelmed to energized.

Before we dive in, I just want to let you know that if you're listening to this on the day it's released, December 23rd, 2015, it is the very last day you can join [Lift Off](#) until next June. Head to TaraSwiger.com/lift to read more and sign up, in order to make this year your best ever.

How are you doing?

Right now?

Do you feel energized and enthusiastic?

Do you feel clear-eyed and action-oriented?

Or are you frustrated? Stuck? Overwhelmed by all the things you **should** be doing in your business?

If you're feeling great, awesome! Go on about your day. :)

But if you're *not* feeling awesome about where your business is, I want to help. In fact, I've spent the last 5 years thinking about how I can help, and what are the FEW things that are most effective - what will move you (and all of us) from overwhelmed to enthusiastic with your business. We talked about the three kinds of Overwhelm in [Episode 85](#), and I shared some tips for dealing with the different kinds of overwhelm.

But if you want to go beyond overwhelm, and actually feel GREAT in your New Year, and actually create a business you'll love, I've got 7 principles to make 2016 great:

1. You get to (and have to) decide what you want from your business

Without clarity, you won't be able to choose the right strategy and tactics to create a business you love.

(If you're feeling overwhelmed, check this first! Make sure you've clarified your goals + mapped out your path)

2. You can't do it alone

You need not just blog posts + books, you need real, live people to share what they've gone through and what worked for them.

(If you're feeling lost, check for this! Are you just consuming a lot of info, or are you sorting through it, really digging into who it worked for... and if they even have the kind of biz you want?)

3. That said, no one can tell you what to do

The best creative businesses are built on a combination of what you WANT, what you're GREAT at, and what your CUSTOMERS want. No two people have the exact same equation, so your job is to learn, filter, and then find your own way.

4. You need accountability to get stuff done

You're SO much more likely to reach a goal when someone else is in on it and encouraging you. I talk a lot more about Accountability in [episode 73](#).

5. You've got to be profitable and know your numbers

(Your profit margins for each product and your break even point). If you don't, you have no way of knowing what to spend your time or energy on.

6. You must speak clearly and coherently about your work TO your Right People.

This is a process and you'll never stop improving on this.

7. Regular review is the only way to know if you're making progress.

Check in each month on your main metrics (ie, what matters most to you) and adjust course as needed.

Yes, **you can figure some of this out on your own**. In fact, you can get a lot of encouragement, mini-lessons, and inspiration from me, for free - just by subscribing to [weekly email lessons](#), [my podcast](#), my Periscope. I happily give away 90% of my best material. I joyfully write class-quality

lessons in emails and podcasts, and make it available for free, because I want you to succeed. I want to share with you the lessons I've learned, in my own business and in the businesses of my clients.

And this is enough for a big percentage of readers. They are happy to read the information, listen to the encouragement and go at their own pace, because that's where they are in their journey.

But if you want to move beyond consuming advice and education, and ***you're ready to put it into action***; if you want to create a specific, actionable plan, not from someone else's blueprint, but based on your own goals; if you're committed to making real change in your business this year, then Lift Off is for you.

If you want to have a plan of action, so you know what to work on every day...

If you want to learn your numbers, in the funnest way possible...

If you want a systematic approach to your Marketing...

If you want to learn what the best work day is for YOU...

Check out [Lift Off](#). ***It closes today, at 8p EST.***