

EXPLORE YOUR ENTHUSIASM

EPISODE 88: MARKETING BURNOUT

I'm your guide, Tara Swiger, and I want to be totally honest with you. Launching stuff, talking about your product for a sustained period of time, is hard. I mean, emotionally. Sure, figuring out the technology, wrangling the technology and making sure you don't send 5 emails to one person in one day - that's hard, too. But that, you can figure out. That, you can ask someone questions about.

What is harder to talk about is how draining it can be to talk about your work, which often feels like talking about YOURSELF. Last weekend I launched my two programs on a free webinar (video workshop). It was totally free, so I wanted to make sure everyone who wanted to come knew about it. I knew it would be super-helpful (it covered the questions and concerns I hear most often!), but in order to make sure everyone knew about it, I had to talk about it consistently over a few days. That's the only way anyone will know about your awesome thing (even a free thing!) - you have to tell them. And then, after the webinar, it was time to tell people that these two awesome programs were open. Programs that hundreds of people have used and LOVED, programs I knew people were *waiting* for. So I had to talk about my stuff again, consistently.

All of this is helped by planning ahead and writing a lot of it ahead of time (before you feel sick of your own awesome thing!)... but no matter how well you plan, if you share your work consistently, no matter how beautifully you're doing it, eventually you're going to get tired of talking about it.

I just wanted you to know, that's normal.

HOW CAN YOU HANDLE MARKETING BURNOUT?

Do a real launch

This might seem counterintuitive, that I'm telling you to organize more marketing if you feel burned out on marketing, but here's the truth: Often your burnout comes because you FEEL like

you're doing a lot but you don't see many results. So you do less. And you feel worse, because you see even worse results from the little you do.

Planning a launch can turn that around. For starters, it can give you a focus. Secondly, if you plan a launch ahead of time, you get it all done **AHEAD OF TIME**. This means that your systems are promoting your work, but you don't have to be talking about it all the time.

You may think that you don't need to think about launching, but if you ever introduce **ANYTHING** new to your shop, **ever**, you will benefit from doing a "real" launch.

What I mean by real launch: you plan content, on your channels, related to what you're selling. And you announce it to everyone who is interested: your list, your social media followers, your communities. You don't just say it once - you repeat the message so that people don't miss it.

I talk more about finding **WHAT** to talk about in your launch and finding time for it, in [episode 28](#).

Make a promotion schedule

If you make something that's available all the time, like a PDF knitting pattern, or a product that you repeat and can sell many of, it's really easy to get sick of talking about the same thing all the time. So don't! Instead, decide which product you're going to highlight when, and stick with it.

Figure out what you'll do for each product that's being promoted (make a checklist!) and at the beginning of your promotional period, plan it all out and schedule it.

This is one of the strategies that nearly always leads to an increase of sales for my students. As soon as they start to regularly post about their work, and talk about just **ONE** thing at a time, and make clear calls to action, they start to see sales.

Have some go-tos

You know it's important for your marketing message to focus on the benefits of your work, not just its features. And you know you should be translating everything **YOU** want to say about it, into stuff that your customers care most about. (If you need help with this, my book, [Market Yourself](#), can help!).

So do the work of figuring this out, and then practice saying it. Write it a few ways. Get comfortable with the words. So when someone asks you what you make, either in person or

online, you've got an answer. And when you post about a picture that includes your product, you will have a few words handy to describe it.

Recognize burnout and give yourself permission to step back

There's a difference between not being comfortable sharing your work and feeling burned out from talking about it. So if you're feeling reticent to post again about your work, you need to dig deep - are you always uncomfortable, or are you just at the end of a big promotional time and you don't feel like you have anything else to say? If it's the latter, that's ok, that's normal! You can take time off and step back. Your business will NOT fall apart.

If you need more permission, check out the episode Permission to Take Time Off, from last December, [Episode 33](#)

But beware! If you never feel comfortable, do NOT do even less marketing. You need to do the opposite and really lean into sharing your work and getting comfortable sharing it.

I hope this helps you both share your work and feel awesome doing it. If you realized while listening that you don't know what the benefits of your work are, or you don't have a marketing schedule, check out my book, Market Yourself. You can find it on [Amazon](#) or you can get a signed copy at TaraSwiger.com/book.

I wanted to let you know that I'm going to be teaching in San Diego from January 9-11th. I'm teaching two classes at TNNA, which is the trade show for the yarn and needleart industry, so if you'll be there, be sure to come to a class. And if you're not in the industry, but you're in San Diego, I'm teaching a class with the San Diego chapter of Academy of Handmade, Craft Your Customer Path, on the evening of January 11th. You HAVE to register in order to take that, which you can do at TaraSwiger.com/SD.

Thanks for listening and have an enthusiastic day!