

# Defeat Overwhelm in your Creative Business

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with Tara Swiger

Download the PDF at <http://taraswiger.com/overwhelmPDF>

# Today you'll learn

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- How to defeat overwhelm
- What matters (what you should be focusing on)
- The only 4 things that need your focus in your business
- How to build those 4 foundations of your business, no matter how new (or old!) it is.

**Stick around...**











# At the end of the webinar

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I'll answer your questions!



# Why I'm obsessed

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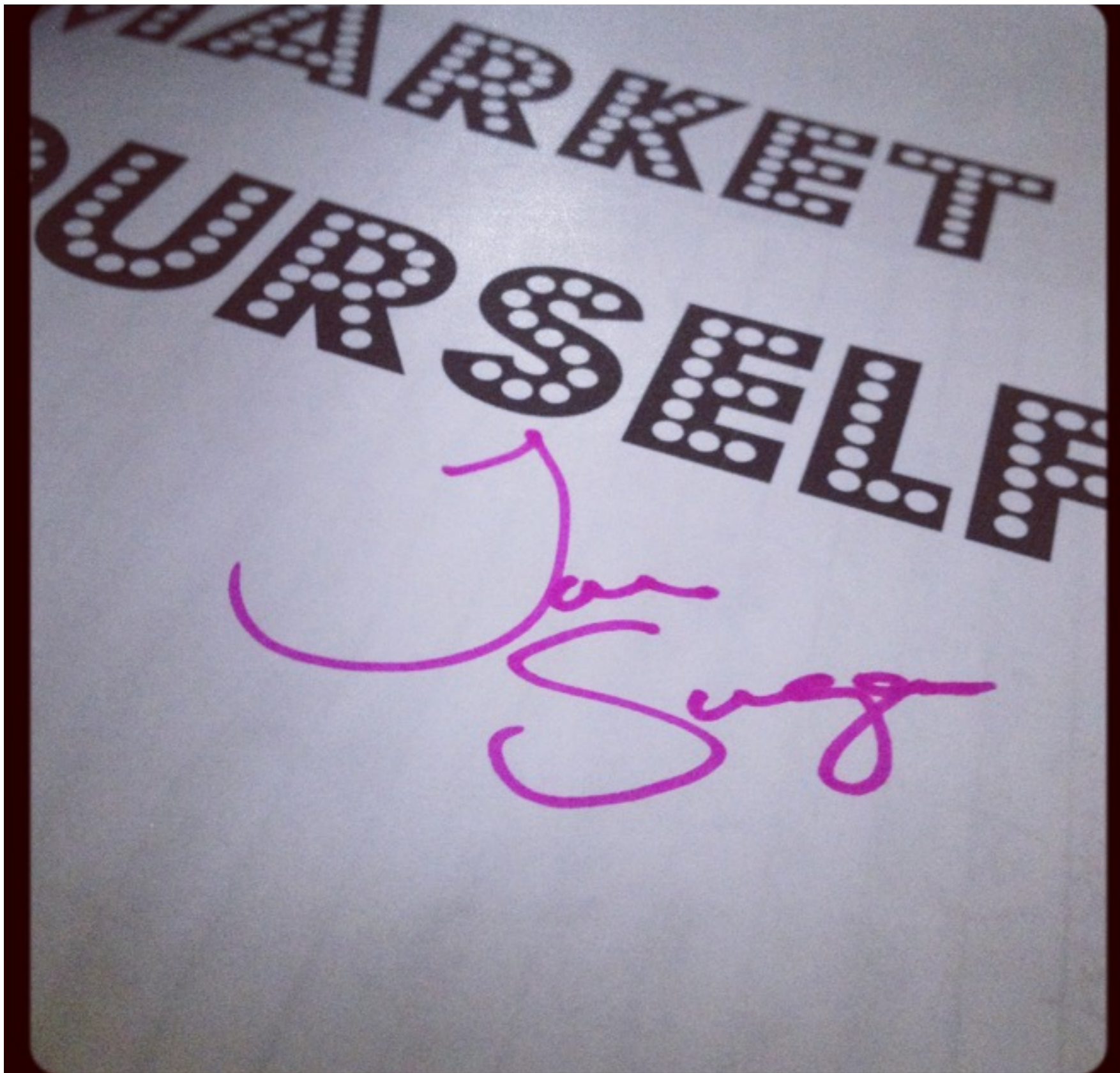


**I know what it's  
like to be  
overwhelmed**

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I wrote Market Yourself to de-overwhelm the Marketing process.



## Email from a reader:

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“I'm doing stuff left and right, hashtagging like mad, tweeting, doing the Pinterest dance but....  
*crickets*

I'd like to know where I should focus my efforts.”





“I was completely scattered. I was being pulled into 50 million (or so it seemed) directions because everyone out there had a thing “I should be doing”...”

“Lift Off made me realize through consistent well-thought out weekly lessons that it’s ok to do what I want to be doing, and to start to form a plan to get my business to be what I want it to be and to do only the things that work for me.

And it is working!”

**– Karen Whooley, Knitwear Designer, after Lift Off**



**The solution to overwhelm:  
Focus your energy on what matters.**

# How to Focus On What Matters

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1. Identify what matters
2. Build (and improve!) the foundations
3. Keep the foundations healthy, through systems (so you can stop worry about them!)



# Identify What Matters:

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- What you want from your business
- Profit
- Marketing
- Effectiveness

# What matters

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What you want from your business

- What you want from your life
- The amount of time you want to spend
- The amount of money you want to make
- The experiences you want to have

# What Matters: Profit

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- Profit margin for each item
- Break Even Point
- Variables to experiment with





# What Matters: Marketing

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- How you talk about your work
- How strangers find you
- How you build a relationship with potential customers
- How customers buy
- How you keep customers happy and coming back

# Effectiveness: Time + Task Organization

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“Effectiveness is doing things that get you closer to your goals.

Efficiency is performing a given task (whether important or not) in the most economical manner possible.”

**-Tim Ferriss**



# Effectiveness: Time + Task Organization

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- Doing what matters each day
- Keeping track of all your tasks
- Streamlining all of your recurring tasks



**Defeat Overwhelm, by focusing on what matters**

# How to Focus On What Matters

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1. Identify what matters
  - What YOU want
  - Profit
  - Marketing
  - Effectiveness
2. Build (and improve!) the foundations
3. Keep the foundations healthy, through systems (so you can stop worry about them!)



# Build foundations of what matters: What YOU want

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- Orientation
- Vision and Values
- Goal-setting

**How's your foundation?**

# System for: What YOU want

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- Review - yearly, quarterly, monthly
- Setting new goals!

**Do you have a system for this foundation?**



# Build foundations of what matters: Profit

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- Overhead expenses
- Cost of Goods Sold
- Profit Margin of each product
- Break Even Point of your business
- What variables you can change to increase profit

**How's your foundation of Profit?**

# System for: Profit

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- Gather + review your profit and expenses every month
- Identify what's impacting sales, profit, and expenses
- Measure the results of experiments

**Do you have a system for this foundation?**



# Build foundations for what matters: Marketing

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1. Define what makes your work special
2. Identify the benefits of your features
3. Find (and learn to speak to!) your Right Person
4. Choose the tools that will best suit you and your Right Person
5. Make a plan!

**How's your foundation of Marketing?**

# System for: Marketing

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- Work consistently on implementing your marketing system
- Measure everything you test
- Review your tools and strategies - get rid of what's not working and try new things!

**Do you have a system for this foundation?**

# Build foundations for what matters: Effectiveness

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- Identify what you need to do weekly and daily (all of the above foundations)
- Keep track of tasks and projects in a way that works for you.
- Make your MITs each day

**How's your foundation of effectiveness?**



# System for: Effectiveness

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- Work the system and make tweaks as you learn what works best for you.
- Review this system regularly - is it working? Are you on top of things?

**Do you have a system for this foundation?**



# In Lift Off you'll learn

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- What matters to you: Discover the guiding stars on your business and regularly review that your biz is still headed that way.
- Profit: Learn what numbers you need, the micro and macro look at your profitability and how to fix what's not working.
- Marketing: create a marketing plan that you'll stick with (and get a signed copy of my book!).
- Effectiveness: Develop a system for doing only what matters, no matter how much (or little) time you have.





# LIFT OFF

six months to a sustainable,  
soaring business

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to save over \$100

“I love having a quarterly map of what projects and tasks I want to tackle instead of trying to do everything all at once.

The worksheets help me to focus and make me really think about what it is that makes my business special and where I want it to take me.”

**– Lisa C, yarn maker**

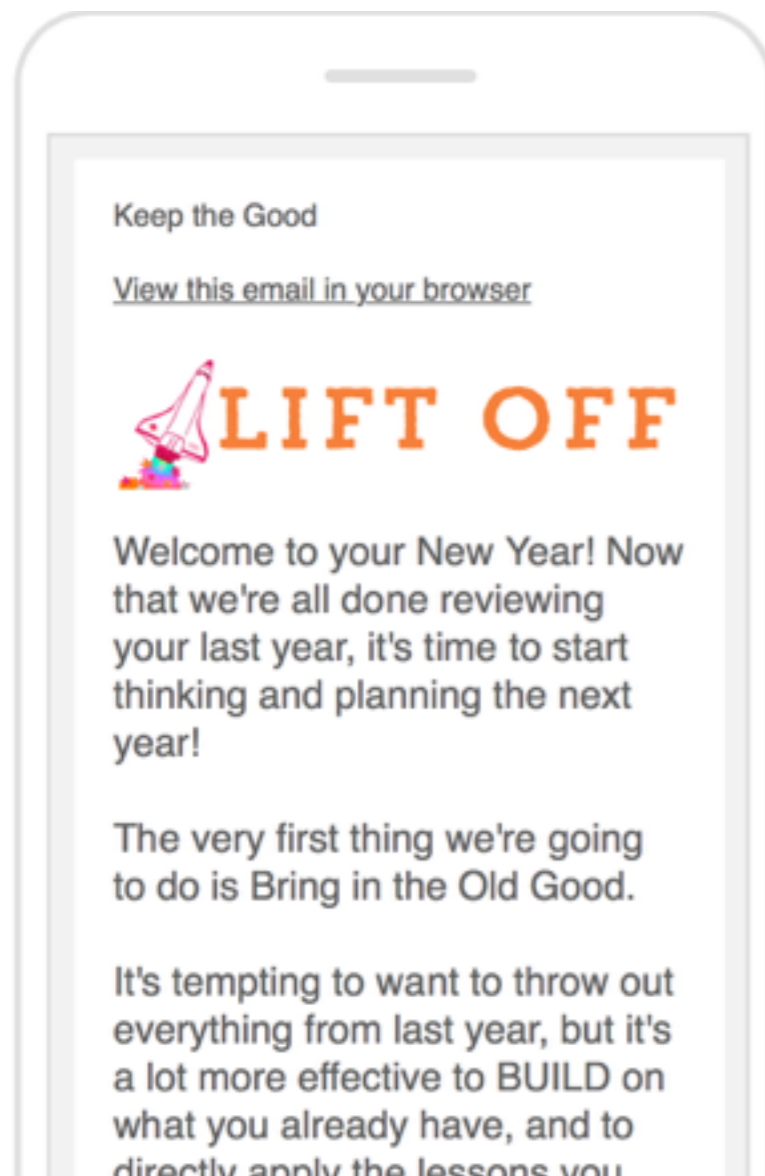
# Lift Off includes:

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- All of the classes I've mentioned today (Chart Your Stars, Map Making Guide, Pay Yourself, Craft Your Marketing, Wrangle Your Time)
- 3 Pricing Equations, so you can find the one that works for you
- Marketing Plan template (just plug in your tools!)
- Content Calendar template (from one of your fellow students!)
- Full transcripts of every video and audio lesson (so you can revisit it again and again)
- Monthly coaching calls

# How Lift Off is delivered:

- Email
- Videos
- Audios
- Downloadable worksheets
- Transcripts



## Welcome Lesson: Get Ready to Pay Yourself

Find this week's video lesson here:



Or, if you prefer, download and read the transcript, here: <https://taraswiger.com/content/uploads/2015/06/Welcome-Video-Transcript.pdf>

### Your homework:

1. Gather your numbers:

- The retail price of your products (each and every one)
- Last month's income – all sales
- Last month's expenses – everything from supplies to overhead, to yourself, to this class.

To help you do all this, use this worksheet: <https://taraswiger.com/wp-content/uploads/2015/06/Numbers-you-need-to-gather.pdf>

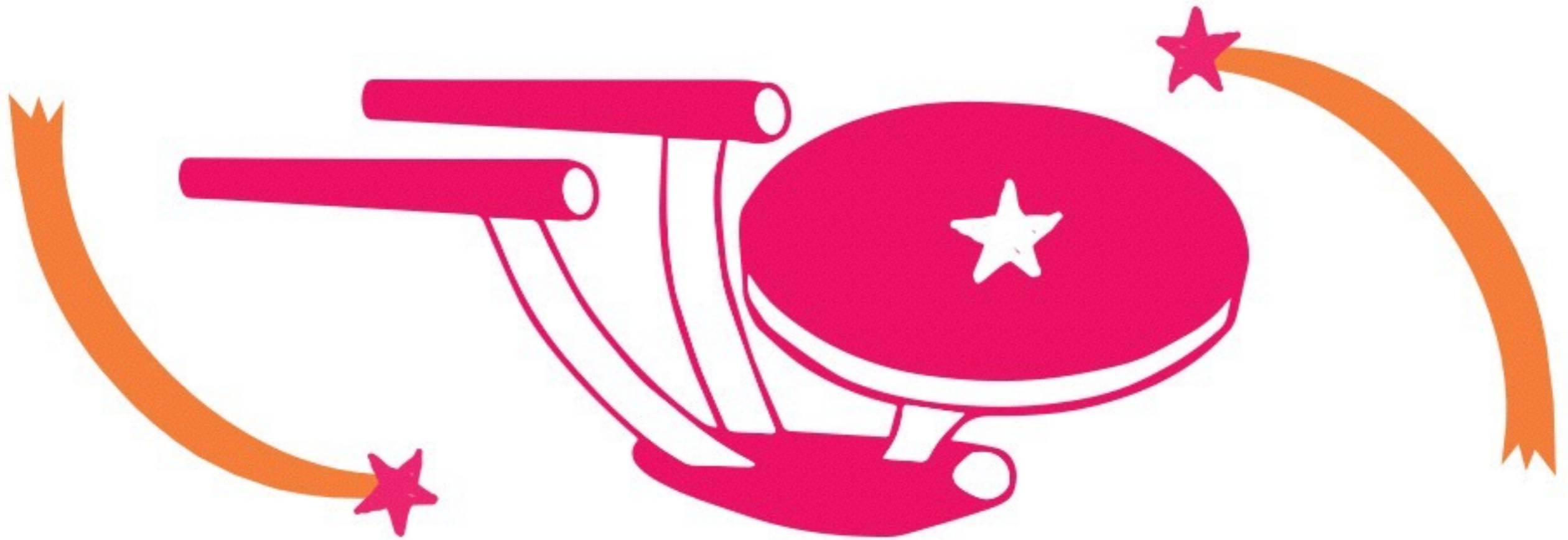
2. Set an intention for this class, using this worksheet: <https://taraswiger.com/content/uploads/2015/06/Setting-an-Intention.pdf>



"This was a revelation.

I had thought that I wanted to do certain things in my business because that's what I was seeing other people do, but when I truly broke down how I would define success, I realized that many of those things are not actually what would make me feel like my business is successful. I needed to make a big decision right around that time and doing the worksheet helped me make that decision and feel good about my choice because it aligned with moving toward my vision of success."

**– Karen R, designer and yarn-maker**



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# The Starship is

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- Access to everything in Lift Off

AND

- Library of ALL of the classes I've created
- 24/7 forums where you can ask your questions
- Weekly live chats
- Accountability Partner Program
- Every new class I'll create in 2016!

For an entire year!





<http://taraswiger.com/lo>

**Got questions?**

Ask it now!





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