

EXPLORE YOUR ENTHUSIASM

EPISODE 89: WHAT DO YOU WANT FROM THIS YEAR?

I love this time of year, because everyone seems to be taking a step back and looking at what they want out of the new year. All year long, blogs and articles seem to be obsessed with the little minutiae of running a business: how to get more followers, how to blog, etc, but at this time of year we all step back and look at what comes before all the action: Clarity on where you're going.

Back in September [I wrote a post](#) about this, about the necessity of stepping back and looking at the big picture. That post prompted so much discussion and questions and has come up again and again in conversation, so I wanted to dive even deeper into it now, as we're all thinking about what we want from the new year. I want to fully explain this framework, so you can use it not only as you plan your year, but also as you work on ANY project or have to make any decision in your business.

If you've been feeling frustrated in your business, about its growth, or how you're spending your time, or why you don't seem to be getting traction - this might be the reason. If you feel like you scramble back and forth between things, without seeing traction in any of them, this might be the reason.

The reason is simple: You're going about it in the wrong order.

See, many of us read posts about how to get more followers on Instagram, or how to get more traffic on Pinterest, or how to use tags on Etsy and we dive right into it and go around and around doing bits and pieces of all this. And that's fine for a while, but it's not sustainable.

Instead, I want you to think about your business the way a military tactician does. First, you set a Mission, then, you create a strategy. And only after that, do you choose tactics and implement them. I guide students through this in my programs: I ask them to first get clear on their mission, then create a goal and a strategy (using the [Map making Guide](#)), before they focus on tactics and tools.

I've talked a bit about this on Periscope and I get so many questions about what each of these mean, let's break this down:

MISSION:

This is the big WHY. Why are you doing what you're doing? Where do you want to go? What's your destination?

Most of us have two sides of our Mission. There's the Mission for your people, or the outer-facing mission: What do you want to bring into the world? How do you want to impact the lives of your people? And there's the Mission for yourself, the inner-facing Mission: What do you want your business to bring into YOUR life? What do YOU want to build for YOU?

Before you chose a strategy or even a goal for this year, you want to be clear on both sides of your mission. Some people find one side of the Mission more motivating, but you need both sides because your customers are going to support and get behind your outer-facing Mission, and in order to keep going and be sustainable, you need to build a biz in alignment with your personal, inner Mission.

You don't have to have a big fancy reason, it can just be: I want to make \$2000/mo from my business. That's a mission.

It could also be: I want to make a living from my art. Or, I want to share my art with the world. Or, I want to earn some money from home while my kids are growing up.

My Mission:

Help makers + artists feel awesome about sharing their work with the world in a sustainable (profitable) way while creating a sustainable life for myself + my family.

If you're not clear on your Mission, you can check out the questions I ask in episode 37 "[Welcoming in the New Year](#)" and use any of the tools I mention there!

STRATEGY:

This is how you go about completing your mission. You may have several strategies: One for reaching your goals, one for marketing your work consistently, one for managing your time. They're not all separate; they all work together to form the systems behind your business, and your everyday life.

Your mission is going to impact all of your strategies; your Mission for your own life is going to affect what goals you set, how many sales you want to make, and how much time you spend. Your Mission as it relates to your customer is going to impact what you offer, where you offer it, and how you communicate with her (ie, marketing).

One of your Strategies is probably going to be one of your goals for this year.

This is a great place to think about goals, because if your goal is going to be reached, it first has to be in alignment with your Mission and Strategy. In fact, the best, most attainable goals, the ones you'll get most excited about, come straight from your Mission and Strategy.

An example:

My Mission is to help makers + artists feel awesome about sharing their work with the world in a sustainable (profitable) way while creating a sustainable life for myself + my family. One of my strategies is to publish a book - that will allow me to reach more people. So that's my big goal for this year: find an agent and a publisher for my book proposal.

Another one of my strategies is connecting with my customers on a consistent basis - this allows me to both help them feel awesome AND create the consistency that leads to sales, which creates the sustainable life.

Another strategy is to teach in person, so I meet students in real life and reach more people than I might if I was only online, and build deeper relationships with my online students.

TACTICS:

This is the actual implementation of your strategy.

What particular action are you going to do? How are you going to implement your strategy?

This is where learning about social media tools, or blogging, or managing your time better comes in.

In my previous examples; If my strategy is to connect consistently online, my tactics are:

- ★ My [weekly emails and free challenges](#)
- ★ this podcast
- ★ daily [Periscopes](#)
- ★ putting these podcast recordings and some periscopes on [YouTube](#), [Instagram](#), etc.

Tactics that relates to my book-publishing strategy would be to write the book proposal, send it to agents, write the actual book, etc.

Now, it's usually when we get to this point in the discussion that people say, *"Oh! I've been focusing entirely on tactics! I've been trying to find the perfect planner, or figure out what to blog about, or just use Instagram, but I haven't figured out my overall strategy and Mission and yet."*

So if you're having that realization right now, I want you to pause the podcast and sit down with a notebook and look at your Mission. What is it?

And then, think about what strategies you're going to use to get there. You probably need a marketing strategy (which you can build using my book, [Market Yourself](#)) and a strategy to reach your next goal.

Now, if your goal is related to sales, like you want to make \$1000/mo or get 10 more sales, then it's possible that figuring out your marketing strategy and implementing it IS the strategy to reach your next goal. But if your goal is something else, something like publishing a book, or getting press, or getting in 5 more retail locations, then you'll need to develop a strategy to reach it.

And THEN you can look at tactics. You can choose the tactics that are going to help you implement your strategy.

I hope this framework helps you make better decisions in your business, and helps you reach all of the goals you've set. If this episode has helped you realize you need to create an actual PLAN to reach your goals, one filled with do-able to dos, then check out the [Map Making Guide](#), which walks you through doing exactly that.

YOUR STRATEGY AND TACTICS ARE NEVER DONE.

There's a saying that, ["The map is not the territory."](#) The thing you're mapping - and in our case, the thing your planning and strategizing about - it is going to appear different in real life, when you start acting on your strategy. So your strategy and your tactics are never done. They are always under construction.

But don't let this deter you. Plan a strategy and start implementing it. Then see what works and do more of that. See what doesn't work and do less of it. In this way your strategy and tactics will become more and more effective over time.

Also, don't feel bad about wherever you are right now. It's the perfect place and the perfect time to start. It's not too late to get clear about your mission and to develop a strategy. It's never too late, because you're going to review it and change it again and again. In fact, what I'm doing this week is reviewing all my strategies and tactics and figure out which ones are the most effective at bringing me towards my mission. I may drop some, I may change how I use some, but I'm reminding myself that they're never done, they're always under construction.

I wish you the best of luck in your constructions! I'd love to hear about how you're implementing this, please share your Mission, Strategy, and Tactics on [Instagram](#), with the hashtag #exploreyoureenthusiasm. If you enjoyed this podcast, please share it with your friends on social media and leave a comment in iTunes.