

# EXPLORE YOUR ENTHUSIASM

## EPISODE 92: INSPIRATION ISN'T ENOUGH

Today we're talking about the power, magic, and challenge of Inspiration.

Inspiration is wonderful. It feels GREAT while you're feeling it, right?

You're scrolling through Pinterest or Instagram, and you get great ideas! There is so much beauty and wonder in the world! Yaay!

Or perhaps it's not the general internet that's inspiring you, but one particular person. Perhaps they are rocking their business and manage to do it with integrity and a sense of humor. Or maybe they're writing about their parenting journey and you admire the decisions they're making. Or perhaps, like me, you read a home blog and are so inspired to work on your home, and DIY all the things!

But then: What?

What comes next?

Inspiration is an inhalation, breathing in, a consuming of things (even pictures and words) that other people have created. But at some point you have to exhale. You have to move from consuming to creating.

In other words, you have to take ACTION.

Now, you know, as a creative business person that ACTION is vital to building your business. You MUST take action. But DOING SOMETHING with the inspiration isn't just related to your business, this is a fact of life, for anything - if you inhale constantly, without exhaling, you'll die of oxygen poisoning.

Here's a non-business example: When I want to make a new quilt, I look at quilts, I pin quilts, I get 500 books from the library. I window-shop for fabric. I think and think and think. And... if I keep thinking and pinning and reading, after a week or two of TOTAL OBSESSION, I get bored of it. I stop looking at my pin board. I stop shopping for fabric.

And within a month, I'm over it entirely, without having made a quilt or even working on the ones I already have. That's all inspiration with no action.

But if I pace my inhalation with exhalation, if I work on the unfinished quilt I have a bit each night, I keep the excitement going. Or if I pull the trigger and buy fabric and then immediately cut into it, I keep the enthusiasm. And above all, I've turned my inspiration into something real and tangible.

The same thing happens in your business. I've seen it and experienced it a thousand times. This happens ALL the time with people who just "want" a business. They obsess, they read, they make notes and... they never do anything. Their enthusiasm wanes as they learn more and more about the hard work involved. They start to think they won't be able to do it. Or that there are just too many things holding them back. But if they had taken action during the moment of inspiration, when they felt most enthusiastic about it, they would not only have a business, but the path would have been easier. They wouldn't have psyched themselves out over how hard it was. If you start with action, it doesn't FEEL as hard.

Since I work with makers who are more in the middle of their business and not just starting up, I see this at every stage. There are the thousands of people who will never start a business, but there are also small business owners who get paralyzed after inspiration. They get an idea or have a great conversation and instead of taking ACTION, they just read more and think more and try to find the "right" answer. After a couple of weeks and months, they're not excited about it any more and they're no longer inspired.

So what happens after inspiration?

If it's not followed by ACTION, what often happens isn't just that the inspiration disappears and floats away, but that it hardens and crystallizes into judgement. You feel that inspiration is a measuring stick that you don't live up to. This leads to either jealousy (wishing you had what the inspirational people had) or feeling not-enough, or both!

You start to doubt your own capability and you build up walls and reasons why the inspiring person is SO different than you. They don't have kids, or they have a different education, or they're just more outgoing/smarter/prettier/whatever than you. In other words, they have something you don't. This will end in either jealousy, which is just you focusing on what they have that you don't, instead of you focusing on what you could DO to have you want. Or it will end in you feeling like you suck and you'll never have what you want... which again, takes your focus OFF doing the things that will truly make a difference.

(Now, it's possible that you just let go of the inspiration and decide that as inspiring as it is, it's just not something you want to pursue. For me, this is beautiful nail art or fancy cake decorating. I love looking at it, but I remind myself that I don't really want it in my own life. And yet STILL sometimes I can feel the fancy nails and cakes judging me, telling me that I'm not grown-up woman enough if I don't have fancy nails and birthday cakes.)

Inspiration, if it turns into self-flagellation, kills your confidence.

Dead confidence keeps you from taking other actions, which can devolve into you not even doing the things you used to be able to do, because you've lost your confidence in them.

This, clearly, sucks.

Let's go back to the beginning: Inspiration is fun. But it's dangerous if it doesn't move past inspiration into Action. Inspiration is nothing if it isn't followed by ACTION.

But action can't happen without confidence, unless you believe you're CAPABLE of the action you want to take, of accomplishing the thing that's inspiring you.

So how do you build confidence? Well, I've been researching this a lot over the last year (and experimenting with my students!) and I've put together what I've learned. And instead of just making a course, I've turned it into a CHALLENGE, so you don't just learn, you actually apply it to your business right now. The #bizconfidencechallenge is totally free and it's starting this week! You can sign up for it (for free!) at [TaraSwiger.com/BizConfidence](https://TaraSwiger.com/BizConfidence). It includes Instagram prompts each Monday and a longer lesson about WHY that challenge will build confidence (if you apply it) on Fridays. You can sign up for it at anytime (even if you're listening to this a year from now!) at [TaraSwiger.com/BizConfidence](https://TaraSwiger.com/BizConfidence).

It also includes an awesomely supportive community on Instagram; you participate by using the hashtag #bizconfidencechallenge. So sign up now (it's totally free!) at [TaraSwiger.com/BizConfidence](https://TaraSwiger.com/BizConfidence).

Now, it's time to apply this to yourself: How do you handle inspiration? Especially in your business? Is it prompting you towards action? Or is crystallizing into judgement, jealousy, and insecurity?

If you're not sure, take a minute and write down the name of ONE person who pops into your head when you think "They're an inspiration to me!" Now, how is your internal relationship with them? When you watch them or read them or see them online, do you feel good and warm and enthusiastic? Or bad and not-enough?

Remember: this is entirely about YOU. The other person might not know you at all, to serve as inspiration. They are likely doing nothing to make you feel any way - the way you feel is the conclusion to how YOU are interacting with the inspiration - the inspiration has nothing to do with it!

If you find yourself feeling not-enough or insecure in comparison to what has been inspiring you, then you know what you need to do, right?

TAKE ACTION.

Take note of what it is that inspires you, then decide on at least one action you could do to bring more of that into your life. Take action towards making it happen! And if you feel like maybe you're not good enough or smart enough or fancy enough to make it happen, sign up for the Biz Confidence Challenge and let's grow your confidence, so you can start action to growing your biz!

Sign up for it at [TaraSwiger.com/BizConfidence](https://TaraSwiger.com/BizConfidence).

Thanks so much for listening and I'm wishing you an enthusiasm and confidence-filled day!