

# EXPLORE YOUR ENTHUSIASM

## EPISODE 98: BE THE CAPTAIN OF YOUR OWN SHIP

A few weeks ago Jess (my project manager) mentioned in an email that she was trying to make a business decision, and then remembered to "Be the Captain of my own Ship". I loved hearing that, because this is the HEART of everything I hope to be doing in my business: empowering you to be the Captain of your own ship. Welcome to episode 98 of Explore Your Enthusiasm, with me, Tara Swiger. Today we're going to talk about what it means to Captain your Own Ship and how you can start doing it, right away. You can listen to the episode at [Taraswiger.com/podcast98](https://taraswiger.com/podcast98) and you'll find a worksheet to apply it to your own business, at the end of the transcript.

This is episode #98 and that means my 100th episode is coming RIGHT UP. I'd like to do something special to celebrate - we're going to do a Call In Show! I'm going to answer YOUR questions in episode 100. I'd especially love to hear YOUR voice, so I've set up a voicemail service. To leave me a message with your question (or just to tell me what you enjoy about the show) call me: (567) 393-8272 . That's 567 - EYE (Explore Your Enthusiasm) - TARA. I've got it all set up with a voicemail and YOUR recording will be edited into the audio version of the podcast, so we can hear from the community!

Before we dive in I want to let you know that if you're listening to this episode when it's first released, on March 16th, the Starship is now open. The Starship is my online community that includes forums where you can ask your questions, an Accountability Partner Program where I'll match you up with an Accountability Partner (if you want one), weekly accountability check-ins, and access to EVERY online class I've ever taught. It opens just 4 times a year, and it is open NOW. You can join at [taraswiger.com/starshipbiz](https://taraswiger.com/starshipbiz).

Now, part of the reason why I call it the Starship is that I wanted a name that reflected that this is a space FULL of people who are the running their OWN biz. It isn't a school, where you come just to sit at my feet and learn. It isn't a party, where you talk about a bunch of different things. It's a space dedicated to those who are working on their business AND who are dedicated to becoming the captains of their own ships, the leaders of their own lives.

## WHAT DOES IT MEAN TO BE A CAPTAIN OF YOUR OWN SHIP?

It means that you are both recognizing and owning that you have the responsibility for your actions, and for the direction that your life and business goes. It means that you recognize that fate, or circumstances, or life isn't just tossing you about - but that you have decisions to make, and actions to take, to go where you want to go.

Being a Captain also means that you recognize you're not alone - you've got people in your boat, you've got the waves and the wind - you've got outside forces you're not in control of. And yet you STILL take responsibility for what you have responsibility for.

How are you the Captain of your own ship? How do you start becoming one?

### A Captain takes ownership -

Seth Godin says, "You are more powerful than you think. Act accordingly."

When you take ownership of your business, you recognize that your actions and your decisions are what make the difference. In fact, they're the only thing that does. You simply don't have a business if you don't take action to make it exist. You may sell a few things, but you don't have a business, unless you decide to take ownership of its direction, set goals, decide on what to do... and then do it.

### A Captain sets the course.

I'm still surprised at how many makers can't answer the question: What's your goal? What are you working towards?

Look, it's totally OK, in the beginning, to not be entirely sure - to just be experimenting. But if you want a business, if you want to be profitable, then that's a goal. By not acknowledging that goal, or not clearly setting it out for yourself, you're making it REALLY hard to achieve it. As you know, I'm a huge fan of experimentation. But experiments can only be measured if you have a thesis to measure them against. And they can only provide you with answers if you know what the question is.

For example: I want to increase sales - does making a clear call to action on Instagram increase my sales? Yes or no? That's an experiment. And you've set your course by saying "I want to increase sales."

An unclear and useless experiment would be: Does Instagram work for my business? I'll try it and see.

With the second experiment you've got no thesis, you've got no experiment, you've got no course to take.

In the Starship, you are guided through Chart Your Stars and [Map Making](#), so you can see the Big Picture of where you're going and then set a course to reach your very next goal.

### **A Captain chooses the best tools and makes the tools work for you.**

Should you Periscope? Instagram? Pinterest?

The answer is: It depends. It depends on your goal. It depends on how you do it. It depends on what and how often and why. Yes, you should. Also, no, you shouldn't. A Captain takes responsibility for choosing a tool that is in alignment with their goal, and then using it in the way that works for them. As opposed to using it in the way that everyone else does, or in the way that they've been told they "should."

### **A Captain sails their own ship.**

I got this phrase from Lisa Congdon, from her keynote at MidWest Craft Con. I've been talking about being the captain of your own ship for years, and had this podcast episode on the schedule before I went to MidWest Craft Con, so when Lisa talked about Sailing Your Own Ship it jumped out at me. Lisa was using the metaphor to talk about ignoring what other people are doing, and just keeping your eyes on your own journey, and not comparing yourself, or competing with others - just being single-mindedly focused on what YOU are doing and where you wanna go. And I love that. Because when you're the Captain of your own ship, it's a full-time job. You don't have time to look at what other people are doing, or what their flight paths are. You can't get distracted by what they're doing and where they're going - you need to be focused on where YOU want to go, which might be completely different from what other Captains are doing.

So to sum up, to Captain Your Own Ship:

- ★ Take ownership
- ★ Set a course
- ★ Choose the tools
- ★ Sail your own ship

So I want you to think about it:

- ★ How are you being the Captain of your Own Ship?
- ★ How are you not? How could you take more responsibility?

I've put together a worksheet to help you answer these questions and identify where you could improve as a Captain. You'll find it on the next page!

Remember - episode 100 is coming up in just two weeks and I want to hear from you - call me at (567) 393-8272.

## CAPTAIN YOUR OWN SHIP

1. While you were listening to this episode, what did you think of? What area of your life are you not being the Captain?

2. What do you want to change in your life or your business?

3. How are you taking ownership of changing that, right now? What changes are you making?

4. A captain sets the course for their business. What is your course? Where do you want to take your business in the next year? In the next 3 months?

5. What specific actions can you take THIS week to start moving on your course?

6. A Captain chooses the right tools. Take a look at the tools in your business - are you using them in a way that works for you and your goals? How can you change your use to work better for you?

7. A Captain sails their own ship. Where are you getting distracted by other ships?

Do you need help setting your course? Would you like accountability for sailing your own ship? Check out [The Starship!](#)