

EXPLORE YOUR ENTHUSIASM EPISODE 100!!!

WELCOME TO EPISODE 100!

From Lynn Hershberger
colorjoy.com and tossitteam.com.

I'm wondering what I can do to thank my followers for signing up for my email list? I mostly provide services for my knitting followers; I can perhaps send knitting pattern or some kind of a technique sheet, but for tossitteam.com which is a membership site for people who are decluttering, creative people who are cluttering, I'm just kind of coming up short - what can I send them?

I also want to really congratulate you for 100 podcasts. That's how I got to know you: I started listening to those and now I'm on the Starship, and I'm very happy with what I'm learning! Have a wonderful and enthusiastic day and bring a lot of colorful things to yourself. Bye Bye.

Thanks Lynn!

You listeners might recognize Lynn from [episode 97](#), where I interviewed her!

This is a question so many struggle with - what can I offer as an opt-in. An opt-in is that thing people get when they sign up - it's often the thing that prompts them to sign up, and it rewards them for doing so. So my opt-in is, well, I have a couple! If you go to TaraSwiger.com/podcast100, you'll find at the bottom of the post a place to put your email address and get a transcript of this podcast! On [episode 98](#), you'll get a worksheet to help you become the Captain of your own ship. So I have post-specific thank-yous (or gifts, or cookies) and I have a few overarching ones, like the [Biz Confidence Challenge](#). If you sign up in the big pink box at the top of any page, or if you go to TaraSwiger.com/bizconfidence, you will get the 6 week challenge to help you grow your confidence in yourself and your business.

So what should YOU send? I'm going to help you with a framework anyone can use, then I'm going to give Lynn specific examples.

HOW TO FIGURE OUT WHAT OPT-IN TO CREATE

Ask a few questions:

If you sell a physical product:

- ★ What would help someone buy right now?
- ★ What would answer the questions they have before they buy?
- ★ What would answer their questions after they buy?

If you sell services:

- ★ What transformation do you help a buyer create?
- ★ What is the fastest way you can bring that to them now? What is one action they could take to have more of that?
- ★ What do they need to know or do before they can work with you?
- ★ What's in their way? How you can help move it out of their way?

In your case, Lynn, let's talk specifically about TossItTeam.com - What transformation do clients go through? They get a handle on their creative clutter and feel good about their space again. How can you bring that transformation to their lives quickly? What do they need to know before they can join the team?

Think about your own methodology and look at your best results: What needs to happen first? What generally trips people up?

You could send them:

- ★ A Quick Action Sheet, that gets them clearing their clutter immediately
- ★ A worksheet to figure out why they have clutter
- ★ A Do This Now tips
- ★ A reading list, of the best books for creatives
- ★ An e-course (or ebook or worksheet) that teaches the thing they need to know or do BEFORE they clutter - (Do they need to think about it in a new way? Do they need to feel in control? Do they need to identify what kind of clutter they have? Do they need to throw out 5 things?)

I'm going to include these questions as a worksheet! Scroll down to find it!

HOW TO BE SURE THIS GROWS YOUR LIST:

- ★ Make this is as good as you would a paid course. Edit it, make it pretty, make it actionable.

- ★ Describe it. Invite people to get it, not your “emails”. Don’t say “subscribe to my newsletter”, say, get the “free worksheet when you sign up below”.
- ★ You now have something of value - something that will cause a transformation for people (or give them a discount on what they want to buy!) - so spread the word! Share this thing EVERYWHERE. Post about it regularly on Instagram, schedule a tweet about it every week, share it on Facebook.

From Marcia

[Heart and Hands Quilts](#)

Hi, Tara. It's Marcia. I am a new Starship Captain + my business is Heart and Hands quilts. I create pet portraits using fabric instead of paint. I love your podcast because you're a little bit quirky and you're fun, and yet you have so many zingers that are really awesome and you teaching in a way I'm able to learn and I really enjoy it!

I am going to start a blog and what would be the path that you would recommend for somebody who has never started a blog? What would be the best steps to get that accomplished?

I'm so excited for you - 100 episodes. How amazing is that? Fantastic! I can't wait to hear you on your next podcast and your periscopes!

Thanks, Marcia!

As a Starship member, you have access to my class [Craft An Effective Blog](#), inside the Starship library. (For everyone else, you can find that [here](#).) That course is going to walk you through thinking about WHY you want a blog and how to make it effective at reaching your specific goals. It'll help you come up with content and a plan, for blogging regularly and effectively. Because that's where you should start with a blog - getting clear on what you want it to do and what kind of content will help you do it.

Now, in your question, you don't specify what kind of steps you're looking for - if you want to know the tech aspect, or the writing aspect, so I'll go over both briefly.

The tech aspect of a blog is pretty simple to figure out, once you decide on the software you're going to use, you just hook it up once, and then get to blogging! But the writing and consistency aspect, that's ongoing, you'll be figuring that out and adjusting that all the time!

As for tech, it depends on your goal and what you already use. If your site is on blogger, shopify or wordpress, then you just want to use that for your blog. If you don't have a site and you just

have an Etsy shop, then I'd recommend you look into building your site on Wordpress, or on another platform that includes a blog. But the main thing is to not think about it as separate pieces; instead, build a blog or website that is inclusive, so you don't have a blog on one site, a website on another, and a shop on another.

Now, for the non-tech side of starting up, you want to do a few things:

- ★ Think about your goals for your business
- ★ Start a running list about the questions people ask, the things you often talk to customers about, and the kind of topics your people are going to love
- ★ Start writing!
- ★ Think about it as one piece - you can collect up Instagram photos to use on your blog, you can post your blog posts on Facebook, but if you're creating content elsewhere, you can use it on your blog!

HOW DO I HIRE A COACH OR CONSULTANT? HOW DO I KNOW IF IT'LL BE "WORTH IT"?

I don't do coaching/consulting in the way those terms are usually used, only teaching + writing + community leading (which has a bunch of biz-help in the forums).

So if you're thinking about a coach (which is typically someone who works with you 1:1, in a series of sessions, often with homework and accountability) or a consultant (which typically DOES some work for your biz, or helps you with a very specific area, like social media or marketing), you want to think it through:

- ★ What is my goal right now in my business?
- ★ What is it that's holding me back? Why aren't I doing the things that will move me towards my goal?*
- ★ What does this person promise to do? (No matter how good it sounds, is it DIRECTLY in alignment with what your goal is? No matter how much you like them, what they offer just might not be for you right now!)
- ★ What's my gut feeling about this person? Read all their free stuff, send them an email, and if you feel a moment of "ehhh", wait until you really feel super good about them.

As a biz-support person who's been doing this for 6 years and has hired my own coaches, masterminds, and taken a zillion classes and read a trillion books, I can tell you that the best results (i.e., biz growth!) come from working with someone who provides what you TRULY need right now, and provides it a way that you get it, that it suddenly becomes really actionable and doable.

* Is it that you don't know WHAT to do? (Take a class or read a book!) Is it that you need some outside accountability? (Get an accountability partner!) Is it that you work best when someone tells you exactly what to do? (Hire a coach.) Is it that you need a marketing plan to just IMPLEMENT? (Hire a consultant.) Or is that there's not enough time to do what you know you need to do? (Hire an assistant or biz manager!)

If you have a question you want me to answer in an upcoming episode, call 567-393-8272 and leave a message! If you want the worksheet to create an opt-in that works for growing your list, download it below!

Thanks for listening and have an enthusiastic day!

CREATE AN OPT-IN THAT WORKS

If you sell a physical product:

What would help someone buy right now? (*A discount code? Free shipping?*)

What questions do people have before they buy? What do they ask at craft shows or via email?
(*Write the question and your answers*)

What questions do people have after they buy? (*How to care for it? How to store it? How to share it?*) (Write the question and your answers)

How can you answer these questions?

If you sell services:

What transformation do you create for a buyer or client? (*Why do they buy your service? What do they want to change?*)

What is the fastest way you can create this transformation, now?

What is one action they could take to create real change?

What questions do people have before they buy?
(*Write the question and your answers*)

What's in their way? How you can help move it out of their way?

CHOOSE ONE IDEA FROM THE PREVIOUS PAGES AND THINK IT THROUGH:

What's the best way to deliver this information? (*Ebook? Ecourse? Worksheets?*)

When will you create this? (*Pick a due date!*)

What is the benefit of this? If you were going to tell a customer about it, what would you say? (*ex. This _____ will help you _____*)

The above is how you're going to talk about your email list from now on. You're not going to invite people to your "newsletter" or to "subscribe to my list", you're going to invite them to get {awesome thing} so that {awesome benefit}.

Where will you make this invitation?

(*Check off once you've put it in all these places*)

- Sidebar of your website
- Create a page on your site explaining its awesomeness, and create pin-able images for this page.
- Pin to pinterest
- Add to Twitter profile
- Add to Instagram profile
- Create Facebook page "sign-up" link
- Write a blog post about it (explain benefits of opt-in)
- At the bottom of your 5 most popular blog posts
- In your Thank You message to customers (Get a {awesome thing} when you sign up here)