

# EXPLORE YOUR ENTHUSIASM

## EPISODE 104: HOW TO FIND THE TIME FOR MARKETING

How do you find the TIME to tell the world about your work - you're busy making products, photographing, listing, hopefully shipping orders - how in the world do you make the time? That's what we're going to talk about in today's episode of Explore Your Enthusiasm. Hi, I'm Tara Swiger and this is Explore Your Enthusiasm, episode 104, and we are going to tackle the problem of never having time for marketing.

Before we dive in, I want to let you know that Craft Your Marketing, which is a 5 week course on building your marketing plan, is now open. I've taught this class all over the country, and it's now available online, for the first time in over a year - you can [go to taraswiger.com/cym](https://taraswiger.com/cym) to learn more.

### YOU DON'T HAVE TIME FOR MARKETING?

As a refresher, "marketing" = communicating the value of what you sell, to the people who are going to love it.

Part of the reason you think you don't have time is because you think it's something MORE - you think it means posting a million times per day, or writing daily blog posts, or being on every social media tool. But when you remember that it's simply COMMUNICATING, you may find that you have the time after all

Marketing is EVERY bit of communication. So you may already be marketing more than you think. If you do craft shows or farmer's markets and you talk to the people who walk up to your booth - that's marketing.

If you contact galleries or shop owners who sell your work - that's marketing.

If you use social media tied to your business, even if you talk about personal stuff, that's marketing - you are communicating SOMETHING about you and your biz to your followers.

Now, it's important to recognize that ALL communication is marketing, so that you can make the best, most effective choices about it. So that you can focus on communicating the RIGHT message, in these situations.

When you decide on your message and your people, you USE that message at craft shows, when talking to shops, and when posting anything online.

So you may be realizing: oh, I'm doing marketing, but not thinking about it as marketing... that's OK! The next step is for you to get clear about what your message is (so you can communicate it clearly), who your people are (so you can choose outlets that reach them) and make a plan for doing it consistently. My class, [Craft Your Marketing](#), walks you through all that.

## **WHAT IF YOU'RE NOT DOING ANY OF THE MARKETING I JUST MENTIONED OR, IT'S JUST NOT ENOUGH?**

What do I mean by not enough?

Measure "enough" or "not enough" by your own standards of what you want out of your business. If you have the amount of sales and profit you want, then your marketing is fine. If you only post on your blog once a month, but you are at capacity, don't worry about marketing - worry about infrastructure and systems! Don't use someone else's marketing to measure if it's "enough" or not.

But if you don't have the kind of sales you want, and you're not building the community of buyers that you desire, then you might need to up your marketing game. You need to become more effective, more focused on the right people, and then you need to implement, consistently. Now my class, [Craft Your Marketing](#), guides you through doing that - making your own marketing plan. But if you need more marketing, but don't know how you'd find time for it, let's explore a few ways to find the time for marketing.

### **Start with a plan.**

Everything goes faster when you have a plan. If I don't know \*what\* I'm doing to communicate with potential buyers, then two things are going to happen:

1. I'm going to do less of it
2. I'm going to put it off until I have time to think of it.

But if you have a plan, you can scale the plan fit the time you have, and implementing the plan takes only a little bit of time per week.

It's not MARKETING that takes a lot of time, it's figuring out your marketing that takes time. If you have no idea how to talk about your work, you're going to have to think it through every time you list a new product and write the description, or any time you want to post on Instagram. If you don't know who your people are, you're going to have to think it through every time you consider applying to a show, or pitch the press.

Having a plan means you think it through once, then don't have to re-think it every day.

A plan = knowing what you want to say about your work, who buys it, and what tools you'll use to communicate.

A plan = knowing exactly what you're going to do and when it's going to go live.

Once, you have a plan, you can...

### **Batch it.**

Do all of your descriptions, or your photographs, or outline your emails or blog posts, at the same time.

Stop thinking about writing it and posting it as the same thing.

There's no benefit to waiting until the moment you're supposed to talk about your work to write up something quickly. You're going to be more effective, and make fewer mistakes, if you think it through ahead of time.

### **Schedule it.**

Get my guide to scheduling social media and find a LOT more time in your week.

### **Make it part of your flow:**

Take pictures while you make, take pictures as supplies come in the mail, take pictures as you get ready to put products in the mail.

### **Use what you already have.**

If you write a blog post - share it in all the places. Think of each piece of marketing you create that provides value to your people, as a new thing to market. You're not just going to Instagram about your products, you can also post about your recent blog posts, your email giveaway. You can blog about your Instagram photos, or your discussions on Facebook.

And don't forget all the private conversations you're having - you can turn any 1:1 interaction (via email, or at a craft show) into a 1:many interaction by making it public, by answering that question not just for the person who asked it, but on your blog or in your email or on your Facebook page for EVERYONE who wonders about it.

Share past blog posts, reuse photos, tell the same stories.

I hope that these tips have helped you realize that you DO have time for marketing!

How do you communicate? if you feel weird talking about your work, I've created a worksheet to help you NOT feel weird!

Get it and links to everything I mentioned, at [taraswiger.com/podcast104](https://taraswiger.com/podcast104).