

EXPLORE YOUR ENTHUSIASM

EPISODE 107: 3 LESSONS FROM THE INTROVERT ENTREPRENEUR

A few weeks ago I read a book I really loved - I loved it so much that I wanted to share it with you. Today I'm going to be sharing the three big lessons I took from The Introvert Entrepreneur and giving away a copy. Keep listening for info on how you can win.

Welcome to Explore Your Enthusiasm, with me, Tara Swiger. This is episode 107 and today we're going to discuss what I learned from the book The Introvert Entrepreneur.

If you've been to my blog, then you probably know [I share my reading lists there every month](#), with a few sentences about each book. This book is SO aligned to what I teach, that I'm doing a giveaway for the first time ever (I think!). To enter, head to [the show notes for this episode](#), scroll down to the bottom of the page, and put your email address in the box where it says "enter to win!" Do it by May 24th and you'll be entered to win a copy of the book and you'll get access to subscriber bonuses like transcripts, free worksheets, and free weekly small biz lessons. Head to TaraSwiger.com/podcast107 to enter.

Before we go further with the three lessons from the book, let's get clear on what I mean by "introvert". An introvert gets their energy from being alone, while an extrovert gets energy by being with other people.

It's a spectrum.

Most people need both, and fall somewhere in the middle.

The Introvert Entrepreneur says a lot of introverts have a few more things in common:

- ★ Thinking carefully before speaking or acting
- ★ Enjoying introspection
- ★ Having a few deep, close friendships
- ★ Being self-reliant and self-possessed

I've recorded a whole series of podcast episodes about how to handle your business as an introvert, and you'll find them all linked up in the show notes. We cover doing craft shows, marketing, social media, even traveling as an introvert.

LESSON 1:

"For introverts, our energy is our most precious asset. We have to be sure we're spending it on pursuits that move us in the direction that's most important to us."

Yesss!

I realized while reading that sentence that THAT is why I talk so much about defining success for yourself, and setting goals and working with focus on your goals: it's because my introversion has taught me that my energy is limited and I want to spend it in the BEST ways possible. In Chapter 2, Beth talks about breaking your goals into do-able chunks and actions (which is a process I teach in the [Map Making Guide](#)) as a form of both managing your energy and defeating fear and overwhelm. In other words, it's easy to see a project you want to do as really big, overwhelming, and scary. But by breaking it up into do-able chunks, you just need to focus on the one chunk in front of you. For introverts, who often like to have everything thought out ahead of time, this process can give you a lot of peace of mind and sense of ease.

It's kinda funny because I knew the process of Map Making worked for me, when I outlined it for some students over 5 years ago, and over the last years I've seen it work for so many people, and I've done a lot of research and reading about goal-setting, motivation, and overwhelm. So I knew it worked for a lot of reasons related to making your goal do-able... but it didn't really occur to me that it ALSO might be working because of this need for introverts to manage your energy, to not become depleted.

In other words, the Map Making process breaks your goal down and gives you permission to JUST do a few things towards your goal, instead of needing to do EVERYTHING EVER.

LESSON 2:

Self-reflection is a superpower.

If you're an introvert, than you are probably comfortable with this reflection - you might spend a lot of time thinking things through or reflecting on something before you make a decision. The extroverts in your life may hassle you about this, or expect an answer sooner than you want to give it.

But good news! The reflection can be SUPER helpful in building a business you want.

The way I teach + structure classes is based on an introvert's love of self-reflection.

If you haven't taken one of my classes, read my book, or joined the Starship than you may not know that my classes are FULL of worksheets. While on Periscope and the podcast I teach makers about setting goals, sharing your work effectively or becoming more profitable, in a class, whether it's live or online, it is all about YOU and applying it to your business. I don't focus on the theory, I focus on the execution in your own business.

In other words, my workshops force you into some self-reflection. They force you to take what you've learned and apply it to your own thing.

Because (and here's where this can be applied to what you're doing right now) - reflecting on what you want and how you want to go about getting it ensures that you don't get sucked into just doing things because other people are. It keeps you on the right path to a business you'll love. So self-reflection = superpower.

LESSON #3:

You can do anything as an introvert.

Ok, so this isn't just from the book, but also from my own life. In the book, the author guides you through networking, connecting online, even expanding your business by becoming a leader to your people.

And as I read the chapter about expanding, I realized that what's she's describing is what I've done over the last few years, but that if I had read it even 5 years ago, I wouldn't have believed it's possible. For a long time, I operated with the belief that my own desire to not be seen, to not be the center of attention, was going to keep my business small and tiny and making just "enough" money. I thought that the only people who have really big businesses, who make a lot of money, are those that love being around people, who love being the center of attention. And that's just not me.

What changed is this: I questioned the "facts." Instead of assuming it was true, I asked the question: Is this always true? (Answer: No, I know lots of successful introverts, both entrepreneurs and in other fields.) What would it look like if I was both introverted (and honored that), and grew my business?

And it's that last question that helped me find a way through, it helped me decide what I will and won't do, and how to grow my business without wearing down my energy.

Now, I certainly don't have this figured out completely; I'm always learning more, both about tactical things to do AND about how to manage my energy, but just asking the question "How COULD this work?" has helped tremendously.

It's time to do a little self-reflection and to apply this to you and your business:

- ★ What has seemed too big or scary or extroverted for you to do?
- ★ If it's something YOU really want (and not just something you see other people do),
- ★ Ask yourself: How could you do this in a way that works for you?
- ★ Spend 5-10 minutes and list ideas, even crazy ones.

Knowing that you can do anything needs to go right along with remembering what we talked about in Lesson #1: the key to succeeding as an introvert is managing your energy. That means taking breaks when you need to, both in small ways, like eating lunch, and in big ways, like taking a few days off after something really extroverted. It means building in times for you to be alone, and times to self-reflect, and times to think about the big picture. It means building in times for you to do the things that fill up your energy and it means scheduling extroverted things in a way that doesn't leave you drained.

So if you're an introvert, I hope today's episode has helped you see some new ways you can work as an introvert! Remember, you can find a link to buy *The Introvert Entrepreneur*, along with everything else I mentioned in this episode AND enter to win a copy, at TaraSwiger.com/podcast107. Scroll down, put your email address in the box at the bottom of the show notes by May 24th, and you'll be entered to win a copy of *The Introvert Entrepreneur*. And so you know, this isn't related to anything I'm selling - I don't plan on coming out with a class for introverts or anything - this is just a book I liked, that I have a copy of, that I want to share with you. If you enter to win you'll get access to subscriber bonuses, like worksheets and podcast transcripts, and you'll get weekly lessons from me.

Thanks so much for listening and have an enthusiastic day!