

EXPLORE YOUR ENTHUSIASM

EPISODE 109: WHERE TO START WITH LOVING YOUR BUSINESS

How do you build a business you love? How do you transform the biz you have into one you love more? That's what we're going to discuss today! Hello and welcome to Explore Your Enthusiasm, episode 109. This is ALSO Day 1 of the #monthofbizlove - a month-long exploration into loving your business more!

If you want to join in the #monthofbizlove and get a workbook that will walk you through applying everything we talk about today to your own business, head to TaraSwiger.com/monthofbizlove and sign up! I'll send you the workbook/journal and encouragements throughout the month!

HOW DO YOU LOVE YOUR BUSINESS, AND BUILD A BUSINESS YOU'LL LOVE?

In preparation for the #monthofbizlove, I actually mapped it all out - all of the parts of your business that you can improve, and that so many of us aren't happy with. (Check out the video version of this podcast on [YouTube](#) to see that map!)

Let's start at the beginning:

You gotta know what you want! What is the business you are working towards?

Then, you tap into WHY you want it, or your Big Mission. Your Mission, as we talked about in [episode 89](#), is going to impact all of your decisions - you're going to build a strategy to be in alignment with your mission, then you'll choose tactics based on your Mission.

Once you have your mission, it's time to break it down into the very next step - what's your goal? And then, there's a lot around this goal-setting - there's getting your mindset right, choosing the right kind of goal for where you are, and then breaking that goal down into do-able steps.

Once you've got your goal and your do-able actions, you go on quests and actually do the actions! And of course, there's a lot that comes up as you're moving forward: there are obstacles,

there are successes that you want to celebrate, and then there is the process of regularly reviewing your progress to make sure you're still moving in the right direction or that you want to keep doing what you're doing.

So you're moving forward on your goal and reviewing and celebrating, but you may struggle to actually know what you need to do to move forward on a goal: how do increase sales or grow your business? Well, that comes down to three foundations: Knowing your numbers, sharing your work effectively, and managing your time. We build all of these foundations, including setting goals, in my program Lift Off - which is going to open in a few weeks! If you feel like this is where you need more help, sign up for more info at taraswiger.com/lift!

Once you've got your foundations in place (or you know which one needs work), you start to create some of that strategy - how you'll go about reaching your Mission - and choosing specific tactics and tools. Then, you continue reviewing what's working, what's not, and integrate it into what you do next!

Now, that's what we're covering in #monthofbizlove - there are worksheets and a kind of journal for each lesson, so that you can apply it to your own business goal and mission, right away! You'll find that workbook at taraswiger.com/monthofbizlove. You can find the daily lessons on [YouTube](#), and you can participate in the challenge by using the hashtag #monthofbizlove.

So that's everything we're going to cover, but let's start right now with Day 1 - identifying what kind of business you really want.

What would your dream business look like? In an ideal world, what would you do? What wouldn't you do?

Identifying the BEST version of your business is the very first step to loving the one you have more! It'll help you identify what you want to change and spot what you already have that's dreamy!

What would your dream business be like?

How would you spend most of your working time?

How many hours would you work?

How would you feel when you work?

What tasks or projects would you do?

What would you NOT do?

How much money would you like to make?

Total sales?

Profit?

Now, if you want to answer these questions, this is exactly what's on page 2 of the 33-page #monthofbizlove workbook! Remember, you can download the workbook for free at taraswiger.com/monthofbizlove.

After you think this through, share it with us! Use the hashtag #monthofbizlove on Instagram and post of a photo and tell us about your dream biz! You can share any of your answers to the above questions or just a sentence or two about what you're working towards!

Remember, this is just step one! Next up in the #monthofbizlove is turning this into an action plan and finding even more to love in your business! If you're listening to the audio podcast, go check out the [daily lessons on YouTube](#), or just search Youtube for #monthofbizlove. If you're watching on YouTube, be sure you subscribe, so you don't miss an episode.

I can't wait to hear what your dream business is! Remember to answer on Instagram with the hashtag #monthofbizlove and get the workbook at taraswiger.com/monthofbizlove.

Have a enthusiastically loving day!