

# EXPLORE YOUR ENTHUSIASM

## EPISODE 112: THE 4 FOUNDATIONS

Today we're going to talk about what really matters in your business. But before we do, I want to remind you that Lift Off is open right now. It's a 6 month exploration into building your business and it only opens twice a year. You'll find it at [taraswiger.com/lift](https://taraswiger.com/lift)

Last week I emailed you about what really matters in your business: the few areas where you can dramatically improve your results. As a reminder they were:

- ★ Clarity of your own biz dreams (as opposed to what other people have or want)
- ★ Honesty about where you ARE
- ★ Breaking down the gap into goals, and the goals down into actions
- ★ Profitability (you gotta know your products will make money)
- ★ Marketing (someone's gotta buy your work - marketing is how you communicate with those buyers)
- ★ Using your time wisely (you wanna have a life AND a biz, right?)

These can be split up into 4 main areas:

- ★ Mission and Mapping (everything from big-picture to this-month goals)
- ★ Profitability
- ★ Marketing
- ★ Effectiveness (not just doing things quickly, but doing the right things, and feeling good about your workday)

Here's the good news: Just knowing that these are the areas that matter can help you defeat the "OMG WHAT DO I FOCUS ON" overwhelm. You can just come back to this list: Which area needs work? And then work on it!

*(Not sure HOW to work on it? Or where to start with each area? Check out Lift Off.)*

What's super cool is that these areas actually all build on each other - you can't get a clear picture of your marketing if you don't what your mission is and you don't want to do marketing until you KNOW your item is profitable. And you can't reach your number goals (which we talk about

with profitability) unless you actually, ya know, share your work with the right people, using the right language.

In other words, working on ONE area is working on ALL areas. It's like a fractal. Everything you do is reflected around your business. When you work on how you want to communicate with your people, you'll see the same words and feelings show up in your Mission. Or... exponential: working on one area improves that area (and often improves sales), then improves the other areas, which improves sales.

When I got really clear about my Mission - what I wanted to do in the lives and businesses of makers and artists, my marketing became so much more clear. From the words I use, to the topics I talk about, to the images I use. I suddenly know what to say, because I know what the end goal is; I know what I want my work to do in the person's life. And that has improved my sales - it has doubled within a year of getting ultra-clear!

### **SO HOW ABOUT YOU? WHICH FOUNDATION OF YOUR BUSINESS NEEDS WORK RIGHT NOW?**

As you think about that, you may feel really frustrated that you've wasted your time on other things, that you didn't focus on the main foundations and instead got swept up in figuring out the perfect hashtag for your photo - that is ok! We all do it. We all read a blog post or listen to a podcast that is about a specific tactic and without asking "is this what matters to my biz right now?", we dive into learning about it and trying to implement it.

Recently a few of the members of my Mastermind all decided they needed to figure out Facebook ads. So they've been talking about it in our group and I have to admit, even though I KNOW advertising isn't where I want to spend my energy right now, it was tempting! It's so tempting to work on something that's outside of my strategy.

On the other hand, a lot of makers tell me that they've avoided thinking about ANY of this. They just make their thing, put it in their shop... and hope it turns into a business.

And you know what? If that's you, you're not alone. That is absolutely where to start. You haven't done anything wrong if you haven't started working on profitability or marketing yet. There is a tiny tiny percentage of artists who just make their work available and it all sells out. They don't have to do any marketing and the numbers magically work out.

But those are the unicorns. And you may be a unicorn, but if you have big dreams for your business, i don't want you to waste your precious life waiting around to find out. Instead, i want you to do the work that makes your biz successful, so that you KNOW it will be. So that you don't have to rely on outside circumstances, or being "discovered" or wait for someone else's approval before you build the business you want.

And how do you do that?

You build each of your foundations. Here's a few things that each foundation needs:

### For the foundation of Mission and Mapping, you may need to:

- ★ Define your dream biz
- ★ Get clear on your Mission
- ★ Identify your assets and support
- ★ Choose a goal
- ★ Create a plan to reach that goal.

### Profitability

- ★ Know your numbers and how to get them.
- ★ Identify the profit margin for each item and your Break Even Point
- ★ Variables to experiment with

### Marketing:

- ★ How you talk about your work
- ★ How strangers find you
- ★ How you build a relationship with potential customers
- ★ How customers buy
- ★ How you keep customers happy and coming back

### Effectiveness

- ★ Doing what matters each day
- ★ Keeping track of all your tasks
- ★ Streamlining all of your recurring tasks

So which one of these, in your business, needs your focus? Which one of these matters MOST for you right now?

If you want to work through each one of these and discover everything I listed for each one, join us in Lift Off, it's open now and it closes June 25th. Learn more at [taraswiger.com/lift](https://taraswiger.com/lift)

In Lift Off we cover every one of these foundations, and we explore your answers to these questions: What are your goals? Who are your people? What is your ideal workday like? And instead of feeling overwhelmed about figuring it all out at once, you work on each area, one at a time, over the course of six months.

Thank you so much, and have an enthusiastic day.