

# EXPLORE YOUR ENTHUSIASM EPISODE 115: REFRAME

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Welcome to episode 115 of Explore Your Enthusiasm, with me, Tara Swiger. Today we're going to build off last week's episode on Challenge vs Threat mindset, so if you haven't listened to that yet, go back and listen in! You can find it at [TaraSwiger.com/podcast114](https://TaraSwiger.com/podcast114), or however you listen to podcasts: iTunes, Stitcher, YouTube, and now it's on Google Play!

Last week we talked about approaching things as a Threat, vs as a Challenge. At the very end of the podcast I gave you a way to reframe a threat into a Challenge: Ask the question, "What is the best possible outcome?" If you're an email subscriber, then last Thursday you got an email where I walked you through the process in my own biz, how I took a recent obstacle that felt like a threat, asked the question, and reframed it as a challenge. If you're not getting my free weekly email lessons, [sign up at the bottom of today's post.](#)

That - the move from threat to challenge - is an example of reframing, or changing the way you think about a problem; the frame you put around it. When I asked members of my online community what they'd most like me to podcast about, this is what they all said. I recorded a podcast about this, [episode 3 about reframing](#), but they said this is the tool that most helps them in their biz, and that they most often struggle to do, so they wanted a new episode about it!

## WHAT'S REFRAMING?

The simplest definition is to re-word the way you phrase something. We usually do it with problems, challenges, obstacles, or confusing situations. It's a tool used in psychology (called [cognitive restructuring](#)) to help people identify irrational thought patterns. But I've found it helpful whether you're in full-blown anxiety or depression or just struggling to stay motivated as you work on your creative business.

With that said, if you are struggling with anxiety, depression, lack of motivation, and it's impacting your whole life, talk to your doctor. Get help.

That said, i've found that everyone I've talked to who is working on their business, building their dream, and taking risks, struggles with irrational or maladaptive thoughts. It is so easy to get embroiled in self-doubt when so much of your time is about doing your own thing. It's easy to lose motivation when you're the only one motivating yourself. And it's easy to get stuck in swirly thoughts when you're the only one deciding what to do and what matters.

So! If that's what is holding you back from taking action in your business, let's look at a tool that can help: Reframing!

It's so simple: You just look for another frame to put around the situation, or a new perspective to handle it. When you feel yourself swirling in self-doubt, when you feel like something was a huge failure, when you're not sure what to do next, reframe the problem in front of you.

## HOW?

I find that asking questions is the easiest way to get my brain to do the work of reframing.

### Here are some of my favorite questions:

What's the best possible outcome?

What else is true?

Is there another way?

When has this worked out for me?

### The real challenge is remembering to do it!

Like any habit, the best way to build it is to link it to something you already do. Reframing is going to be most helpful if you remember to do it when you're IN the struggle or are using a not-useful frame (ex, Everything is awful, I'm failing, Nothing matters). To make it a habit, you want to link a reframing question to the patterns of not-helpful thoughts.

### For example:

Everything is Awful = What else is true?

I don't want X, I hate X, I always fail at X = What's the best possible outcome?

Now, my recurring unhelpful thoughts aren't going to be the same as yours, so your challenge is to identify your OWN unhelpful frames or things you get stuck in, and then identify it in the moment when you're having it, then ask yourself the question. The more often you stop and identify the swirl and ask the question, the easier it gets to recognize it.

To help you identify your own unhelpful frame, here are some "[cognitive distortions](#)" that have been identified and researched by Cognitive Therapists (I've chosen ones that I've found many of my students fall into) :

- ★ [All or Nothing](#)
- ★ [Catastrophizing](#)
- ★ [Fortune Telling](#)
- ★ [Mind Reading](#)
- ★ [Filtering](#)
- ★ [Overgeneralizing](#)
- ★ [Personalizing](#)

### Did you recognize one of your own unhelpful frames?

To start reframing, pick ONE obstacle, or your most-used unhelpful frame. Right now, write down your thoughts about the situation. Identify what frame you're using now (one of the cognitive distortions we just discussed).

### Now ask one of the helpful questions:

What's the best possible outcome?

What else is true?

Is there another way?

When has this worked out for me?

And write the answer to the question!

You can take the time to write this out any time you feel stuck in your biz, or you can do it quickly in your head, whenever you catch yourself doing one of the distortions.

It's my hope that reframing can help you spend more time working on your business and less time feeling stuck or swirl about what to do next. I'd love to hear how you're reframing - share it with us all on Instagram by using the hashtag [#exploreyourenthusiasm!](#)

Thanks and have an enthusiastic day!