

# EXPLORE YOUR ENTHUSIASM

## EPISODE 119: HOW TO GET MORE DONE, PART 1

This week in the Starship and Lift Off, we've finished the Chart Your Stars Guide and now we're working on [making our maps](#) for the next quarter.

One of the questions I get asked a LOT is - how do you actually get stuff done? Both the weekly, consistent To Dos and the "big goal" stuff?

So that's what we're going to talk about this week!

Be sure to check out all the parts of this series:

- [Get Stuff Done, Part 1: The Principles of Getting Stuff Done](#) (THIS podcast episode!)
- [The Distraction-Free Guide for Getting Stuff Done](#)
- [How I Get Things Done](#)
- [Get Stuff Done, Part 2: How to Implement a System That Works for You](#)

**There are 3 things you need to do in order to Get Stuff Done on a regular basis:**

1. Know what needs to be done.
2. Have those tasks ready to do.
3. Make the time to do it.

Most people who struggle with getting stuff done are missing one piece of this puzzle. But remember - it's not just about getting MORE done! It's about accomplishing the things that are important to YOU. (More on that in [this episode of the podcast!](#))

The goal of having a business is not "to be productive." It's to make what you want to make and then share that with the people who will love it. So to get more done, you need to keep the Big Picture in mind. This gives you a path to keep working toward, so that even if you don't accomplish one task (or if it doesn't go as planned), you're still on the right track toward your bigger goal.

## WHAT IF YOU'RE NOT FEELING MOTIVATED?

### **Make sure that your actions are in line with what you want!**

This doesn't mean that every single task you do is going to be super enjoyable, but it means that the tasks you do are all getting you toward your goal.

### **Take the BIG picture of what you want, and then break it down into several smaller goals.**

Choose one of those goals that you think you can accomplish in 3 months, and then work toward just that one goal each week during that 3-month period.

Picking just ONE thing to work on is going to make your goal happen a lot faster. If you've got a limited amount of time to work on your goals, you will see more progress if you work on just one project or mini-goal at a time. (If you have a LOT of goals you want to work on, that's OK! You can pick another one next quarter!) Focusing on just one thing also helps you understand so much more about that aspect of your business, which you can then apply to your next goal.

### **Break your goal down even further - into milestones and To Dos.**

A milestone is like a mini-goal that you will reach on your way to the bigger goal. To Dos are the steps you'll take to reach those milestones. This is at the heart of making your map - really plotting out the course, step by step, instead of just moving vaguely in a general direction.

These milestones need to be measurable - "put more items in my shop" isn't measurable, but "add 2 new items each week" is. And that milestone has To Dos associated with it - making the product, labeling the product, photographing, listing, tagging, etc. - so make sure that the time you've allotted for adding 2 items in your shop includes time for all those To Dos.

By writing down these milestones and To Dos, you're making yourself a checklist which you can reuse every time you repeat that particular task, so that way you don't forget something next time and you don't have to remember all those details every time you do that task.

Writing everything down also helps you focus on one task at a time, because your brain isn't distracted by the process of reminding you of all those individual To Dos every day. When you get consistent at writing down your To Dos for each day, your brain will relax and you can train it to trust you to remember and accomplish those tasks. That frees up space in your brain for laser-beam focus on one task at a time.

## Prioritize your actions.

As you make a list of all the things you could do to bring you closer to your goal, the fact is that you're going to have to do some guessing. Think about your goal and make an educated guess about what will help you reach it - then write down those things! The only way to reach a goal is to try things, experiment, and learn from your own business.

Still not sure? Ask yourself, "how do I think this will bring me toward my goal?" If you don't have a good answer, don't put it on your list!

*For example:* Many Starship captains make a certain sales goal in a quarter (like selling 30 items in a month or earning \$500 in a month). Then they'll make their plan of actions, and it will include things like: start using Twitter, blog every day, use Facebook more regularly. And when I ask them about their goal of selling 30 items a month and how starting Twitter is going to help them with that, they often don't know. Sometimes you can see a clear correlation between two things: newsletter subscribers lead to sales, or tweeting a new product gets it to sell faster than the times you don't tweet it. But if you don't already know that that correlation exists, then you might need to experiment and see what happens! If it works this month, do it again next month. If it doesn't, pick something else!

For most people, the best way to reach this type of goal is just to put more product out there and fill up your shop - you've got to have a lot more than 30 items IN your shop if you want to sell 30 items in a month. If you focus on getting 2-3 times that quantity of items in your shop, you'll often find that you can sell 30 or more easily.

If you don't know what works, a great resource is your existing customer pool. Reach out to those folks and ask them how they found you, and then use the most common answer as the thing to experiment with this month or quarter.

## Pay Attention!

When you experiment with tasks, pay attention to the results! In a 3-month goal, take a break at the end of each month and make sure that the tasks you've been doing are actually moving closer to your goal. If something isn't working, remove it from your list and replace it with something else. If something is working well, do more of that next month. The goal here is to do MORE of what works and LESS of what doesn't.

Doing what works leads to increased feelings of motivation, because if you know you're spending your time on something that actually increases your sales (or whatever your particular goal is),

then you are excited to spend that time doing those things. Wasting time on things that don't work is a big motivation-killer, and you can avoid that by paying attention and figuring out what works.

### **Keep it in front of you.**

Once you've set your goal and you've identified your mile markers and To Dos, don't just file it away! Hang it on the wall, keep it in your daily notebook or planner, or pin the electronic file to your desktop. Make sure you keep those goals and To Dos front & center so you will remember to work on them each day or week.

All of this comes back to taking consistent action and focusing on the tasks that are going to make the biggest impact on your goals. This helps you stay motivated, and as you get better at making this a regular part of your working life, you will see more and more progress and the cycle of motivation continues.

If you're ready to set a goal and break it down into actionable To Dos, the map-making guide walks you through this process in even more detail, with a week-long e-course to keep you on track. Get it here: [TaraSwiger.com/map](https://TaraSwiger.com/map).