

EXPLORE YOUR ENTHUSIASM

EPISODE 137: THE ONE RESOLUTION YOU SHOULD MAKE (AND HOW TO DO IT)

What is the ONE thing you should focus on in the New Year, if you want to grow your business, improve your marketing, and make more money? Welcome to Explore Your Enthusiasm, episode 137 with me, Tara Swiger. Today we're going to look at what your #1 resolution in the new year should be and 5 steps to actually DO it.

Welcome! If you're watching the video, then you can see that I am NOT in my studio! I'm recording today's episode at a coffee shop in Southern California where I'm visiting my family. I decided to record it outside, so we can enjoy the sunshine and palm trees, but there may be a bit of background ambiance. If you're listening to the audio version, did you know that all of the newest episodes are [available on YouTube](#)? You can subscribe to the podcast on [iTunes](#), [Stitcher](#), or [YouTube](#) and if you enjoy the episode, leave a review on [iTunes](#) or give it the thumbs up on [YouTube](#)! When you do, it helps others find the podcast!

If you make one resolution in the new year, for your business, make it CONSISTENCY. Consistency is THE key to making your marketing more effective and growing your business.

WHAT DO I MEAN BY CONSISTENCY?

I do NOT mean having an account on every tool possible.
I don't mean spending all your time on social media.

Consistency = showing up regularly and as the dictionary says, "maintaining a level of performance that doesn't vary in quality."

BUT HOW DO YOU GET CONSISTENT?

Here are 5 steps to get more consistent in your marketing:

1. Get specific
2. Pick a target that's reasonable
3. Build the habit

4. Addition, not subtraction
5. Track what works + do more of it.

1. Get Specific

Don't just resolve to be "more consistent," because that's a squishy goal that you'll never meet. Instead, be very specific about:

- ★ What tool you'll use
- ★ How often you'll use it
- ★ What kind of things you'll post.

2. Pick a doable target

If you currently don't send ANY emails, don't try to jump into weekly emails. EVERY new tool you use is going to require a warming up period, where you figure out what you're doing, what kind of content you're posting, and you find a place for it in your schedule.

If you pick a target that's too ambitious, you'll be disappointed every time you don't make it. But if you pick something doable, you'll build momentum and confidence, which will make it easier for you to post consistently.

Remember, we're going for progress over perfection. I'd rather you post consistently 3x/week to Instagram, than try to post daily and feel bad every time you only post 3x/week. Over time, you'll let it go longer and longer. If, instead, you start with the target of 3x/week, within a few weeks of keeping that up, you can see how it fits into your day to do it more often or "optimally."

3. Build the habit.

We've talked about building habits in the past, in episodes [122](#) and [113](#).

The easiest way to build a new habit is to tie it to a triggering event. Perhaps you sit down and Instagram with your morning coffee. Or you brush your teeth right after you get out of bed. The triggering event doesn't even have to make sense; just pick something that you ALREADY do regularly.

In Charles Duhigg's book, *The Power of Habit*, he talks about the habit cycle - it starts with the trigger, then the new activity that you want to build the habit around, and then, a reward! The reward immediately following the new activity is a way of training yourself, like you'd train a dog. Your brain will associate the new activity with the reward and will slowly start to WANT the new habit to stick.

One of my own best examples of this is to get in the habit of running and working out - the triggering event is waking up and not walking my dogs until I have on my workout clothes (their eagerness to use the bathroom is motivation to get dressed quickly) and my reward took me a while to find. But I finally landed on something that works: My favorite playlist. I ONLY listen to it, which is full of songs that make me feel soooo good, when I'm running/working out. It may sound silly, but I know the playlist makes me feel good.

4. Addition, not subtraction

The best advice I've ever heard about becoming vegetarian, totally applies to our businesses: Focus on addition, not subtraction. Instead of thinking about what you want to STOP doing, focus your energy on adding more of what you want TO do, and it'll push out the other stuff.

5. Track what works + do more of it.

So look at what you want to become more consistent at: What specifically will you do? Is that a reasonable place to start? What triggering event can you tie it to? What reward?

When you do, I want to hear from you: what are you going to become consistent with? Tell me on Instagram by using the hashtag *#exploreyoureenthusiasm*

Make your Consistency Resolution

What do you want to become more consistent at?

What does that mean, specifically?
How many times per month? Week? Day?

How far is that from what you do now?

How will you build the habit?

What's the triggering event?

What's your reward?

What can you add to become more consistent?

What will you track? How will you know that it's working or that you want to keep doing it?

What does success look like for you?

What do you hope that this consistency does in your business?