

EXPLORE YOUR ENTHUSIASM

EPISODE 138: INSTAGRAM STORIES, CHOOSING THE RIGHT IDEA, AND MORE OF YOUR QUESTIONS ANSWERED

Today I'm answering questions from my Instagram followers. To get your question answered, be sure you're [following me](#). We cover:

- ★ How to decide between ideas for new products
- ★ How to use social media without wasting too much time
- ★ How to use Instagram Stories for your handmade business

Resources:

- ★ [The structure you need for following through with your plans](#)
- ★ [Making a marketing plan with my book](#)
- ★ [Follow your enthusiasm to make better decisions](#)
- ★ [Enthusiasm as your business planner](#)
- ★ [Why your business needs enthusiasm](#) (the second-ever episode of the podcast!)

QUESTIONS AND ANSWERS:

Sienejosselin: How can you stay accountable for yourself?

Do you mean, how do you stay accountable to do the things you really want to do? In other words, how do be sure you're doing the stuff that matters to you?

If so, the best way I know of is to identify what kind of structure and support you need in order to get your work done. For many of us, it's easy to do what OTHER people want, and difficult to do what WE want. So instead of beating yourself up for that, work WITH it! Build a structure that supports that!

I talk much more about identifying what you want and building a structure to provide that for yourself in [this post](#).

Suzannekarnes: When you have lots of new design/product ideas floating around in your head how do you decide which ones to follow through with and when?

First of all, write down ALL your ideas! If you leave them floating around in your head, they won't leave you alone and you'll keep being distracted. So write them down, and keep adding to the list as things come to you.

Then, when you have the list in front of you, I have a few ways of choosing an idea:

1. What is closest to money?

If I need money right away, what is the product that is closest to being finished and saleable?

2. What is being asked for, right now?

If your people are asking for something specific, DO IT. (This is why I'm working on the new book over the holidays - my people are asking for it!)

3. What are you most enthusiastic about?

You're going to do your best work on the thing you are super enthusiastic for. So go with it! (I talk more about enthusiasm in [this post](#), and [this one](#), and in [this episode](#))

Jennamaymade: If ever you can give tips for using IG Stories, I'd be grateful.

(I go into more detail in the podcast episode, so be sure to listen to it for all of the details; this is just an overview!)

As always, we want to start any new tool by thinking of your Big Picture: What are you working on right now in your biz? If it's related to consistency, to talking to your people more often, or to connecting with your community, Instagram Stories may be a good fit! (If not, don't worry about it right now!)

IG STORIES CAN BE USED FOR TWO PURPOSES:

- ★ Connect with your current audience more regularly (several times a day)
- ★ Build trust with brand-new people

You want to focus on using the tool in a way that is in alignment with where this tool is on your [Customer Path](#). If you're using Instagram to meet new people (through the use of hashtagging and commenting), then use IG Stories to talk to those new people. If you're using it to keep current customers in the loop, use IG Stories for that!

Once you have in mind WHAT you're using IG Stories for, it's easier to figure out what to say! ([Directions on using it here](#))

As a maker, you can show:

- ★ Your studio
- ★ Your shipping (social proof that people buy your thing)
- ★ What you work in
- ★ Your face!

Make announcements on IG Story - if you put it in an email, blog post or on social media, be sure you **ALSO** say it on IG Story!

Blithe_bliss Hmm... the question I am always asking myself is: how to find your target audience/ customer, and speak authentically to them (and get engagement /sales) but do this without spending every moment on social media... haha!! Love your inspiration soooo much!!

Thanks Blithe!

We've talked a lot about finding your people, and my [book](#) has a "translation guide" to help you talk directly to them, so let's focus on the "not wasting time on social media" part of your question.

The answer is going to be simple; the hard part is actually sticking with it! Go back to our first question, and create a structure in your day that will keep you focused!

1. Know exactly what you're going to do on a tool (What are you going to post? What else are you going to do?)
2. Set a timer
3. Stop when the timer goes off.

Thanks again, everyone, for your questions! If you want to get your questions answered on the podcast, [consider becoming a Patron!](#) Patrons at the \$2+ levels get to tell me what to podcast on next, attend live recordings (online!) and ask their questions while I'm recording and have me reply! I'm going to be using patronage to buy a new lighting set-up so I can do more videos throughout the dark winter months. If you want to help with that, [support it here](#). Thanks!